

Appendix C. Coyote Valley Greenbelt Stakeholder Interviews

Governmental Jurisdictions & Agencies

Including: County of Santa Clara, City of San Jose, City of Morgan Hill, Special Districts and Authorities

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Stakeholder Category: Governmental Jurisdictions & Agencies Person: Pat Congdon, General Manager Santa Clara County Open Space Authority (OSA)	Interview Date: 11/3/04
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Background:

- A leading Coyote Valley farming family has let it be known that an easement is what they would like to do with their property, eventually. This will need to be worked through, somewhat. Haven't yet pursued it.
- Silicon Valley Conservation Council:
 - Silicon Valley Conservation Council formed when Cisco had first proposed the development. The Nature Conservancy, OSA, and Greenbelt Alliance, etc., agreed to stay neutral in exchange for the preservation of the uplands areas in CV. Money was given up front.
 - \$60,000,000 is long term goal
 - Seed money was produced for an Executive Director
 - The agreement is up for renewal again next year, but the SVCC is fizzling out.
- OSA has very limited funding.
 - Two benefit assessment districts of \$4.2 M and \$8.2 M
 - Both have limited areas.
- One of our assessments is in litigation.
- There are not many available appraisers, especially to conduct 3 appraisals per parcel. Brigantino & Co. is a main appraiser.
- Difficult to look at creating a wildlife corridor because of traffic. It will be a hard sell for The Nature Conservancy (TNC), and US Fish & Wildlife.

Vision:

- The OSA is interested in conservation easements in the upland areas surrounding both sides of CV
- District 1 Jurisdiction of the Authority has started looking at property acquisition and management; OSA would like to be a player in CV
- Suggests we become familiar with Gilroy's agricultural mitigation policy:
 - Has to mitigate acre for acre for bought-out land
 - Looking at getting 3 appraisals per parcel: development value, productive agricultural value, and finished use value.
- Potential funding sources:
 - Development
 - TNC (has identified a habitat corridor)
- Opportunities may exist with Parks & Rec
- Restoration, wetland, buffer opportunities
- "We have an opportunity to really create something that could be a great model."

Suggested Contacts/Follow-ups:

- Potential partners: Water District (must be adjacent to a creek), Valley Oak woodland organizations (such as CA Oak Foundation), Valley Floor riparian species organizations
- Suggests contacting US Fish and Wildlife, CA Fish and Game (Dave Johnston), biologist Gail Rankin

Stakeholder Category: Governmental Jurisdictions and Agencies Person: Janet Felice, Director of Food Services Morgan Hill Unified School District	Interview Date: 10/20/04
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Background:

- There are 8600 students in the Morgan Hill Unified School District, which consists of ten elementary schools, two middle schools, and two high schools, as well as a continuation high school.
- MHUSD Food Service currently buys food from a major food service company.
- 2800 lunches and 1500 breakfasts are served daily.
- A central commissary pre-packages most of the food for the schools.
- Monthly menus are posted on the internet.
- Food services buys the following fresh produce:

Pears*	Lettuces (Salad Mix)*
Apples (\$22.30/case)**	Zucchini
Bananas (\$19.50/case)**	Jicama
Orange Juice*	Peas (frozen/canned)
Tangerines	Beans (frozen/canned)
Kiwis*	Peppers (on occasion)
Strawberries (\$12 per flat)**	Corn (frozen)
Grapes	Cherry tomatoes (on occasion)
Avocados	Regular tomatoes
Celery	Eggs
Carrots	

* Indicates that these items are sometimes received from the government, in which case Food Service pays \$2.70/case, whatever the product.

** Indicates a recent/average wholesale price

Constraints/challenges/concerns:

- Organic produce is generally expensive. Where it is affordable, the school district would be interested to purchase it.
- In order to make locally grown and/or organic program work, Janet recommends introducing the food with taste tests at schools and with advertising at the schools.

Vision:

- School district would be open to buying local foods
- Would be great to put “locally grown” on the menu

Suggested Contacts/Follow-up: Bonnie Tognazini, Deputy Superintendent of Business Services.

Stakeholder Category: Governmental Jurisdictions & Agencies Person: Mark Frederick, Planning, Development, and Real Estate Services Manager Santa Clara County Department of Parks and Recreation	Interview Dates: 9/15/04, 10/8/04
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Background:Current Coyote Creek and Coyote Valley recreation areas:

- Bike trail along Coyote Creek (10 foot wide) includes part of the Juan Bautista DeAnza National Historic Trail and Bay Area Ridge Trail.
- There are a number of special recreational uses along Coyote Creek operating under long term leases or annual permits.

Master Plan for Coyote Creek and Coyote Valley recreation areas:

- SCC Parks and Rec is preparing an integrated Master Plan and Natural Resources Management Plan for the Coyote Creek Parkway. This will be a 2-year or so process involving collaboration with local, state and federal agencies and the general public.
- Master Plan covers the stretch from Morgan Hill through Hellyer Park in San Jose.

Vision:

- The creek has open ponds which are remnants of quarries. The water district has the responsibility to protect/enhance the habitat for the steelhead and other endangered and/or threatened species in the creek and ponds. The Master Plan will explore partnerships to enhance and/or reconfigure the creek to accommodate these species and provide potential for expanded recreational opportunities.
- As to the West Side of Coyote Valley (the East-facing hills), these are primarily privately owned, and a good deal is owned by the Lakeside Development Corporation. [SCC Parks and Rec does have two parks there: Calero and Chesbro Reservoir.]
- The Greenbelt would be a nice trail connection between East and West park/trail areas.
- City will build an interchange at Coyote Valley Parkway to accommodate a 12-foot wide trail. This concept is memorialized in an agreement²² between the city and the county and the CV research partners.

²² Recital I of the Agreement for Bailey Avenue Overcrossing Easement executed July 9, 2001 states: "The parties acknowledge the importance of a continuous, safe, multi-use alignment for the Juan Bautista deAnza National Historic Trail and Bay Area Ridge Trail. Accordingly, City agrees that if, and when, it designs and constructs, or causes to be designed or constructed, the Coyote Valley Parkway Overcrossing, it shall include as part of such a project the design and construction of a multi-use trail linking the Campus Trail and Coyote Creek Trail ("Parkway Trail"). The design and construction of the Parkway Trail (and any remedies of the County in connection therewith, so long as they do not affect this Agreement) would be subject to a later agreement regarding the Coyote Valley Parkway Overcrossing." [Footnote provided by Mark.]

<p>Stakeholder Category: Governmental Jurisdictions & Agencies</p> <p>Person: Dave Johnston, Biologist California Department of Fish and Game</p>	<p>Interview Date: 11/8/04</p>
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Background:

- Serpentine habitat on periphery of CV
- May or may not be red-legged frog and/or salamander in this habitat
- Shriek, horn lark, sparrow, burrowing owl all need/like CV vegetation

Constraints/challenges/concerns:

- General scale of the project represents a barrier to East-West movement
- What could result from amenities? A decorative lake could be a problem.
- Scientific evidence about increasing traffic and pollutants: serpentine habitat is nitrogen-poor, traffic and pollutants can enable non-serpentine species to out-compete.

Vision:

- Fisher Creek has significant potential for restoration, interpretive education, habitat, etc.
- Concept of on-farm mitigation could fit into the goals of the Habitat Conservation Plan and the Natural Communities Conservation Plan.
- City purchase of habitat land?

Suggested Contacts/Follow-up:

- Ken Schreiber at the County; Darryl Boyd at the City

<p>Stakeholder Category: Governmental Jurisdictions & Agencies</p> <p>Person: Neelima Palacherla, Executive Officer LAFCO (Local Agency Formation Committee) of Santa Clara County</p>	<p>Interview Date: 11/3/04</p>
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Background:

- The majority of the CV area contains prime agricultural land.
- LAFCO's power comes from CEQA

Constraints/challenges/concerns:

- In so far as the city is expanding into agricultural lands, mitigation will likely be required.
- Need assurance for ability to supply services; a major concern is whether there is an adequate supply of water
- Infill as an alternative; need an inventory of vacant land
- Moving the growth boundary is not an option

Vision:

- LAFCO policy requires mitigation for loss of agricultural land.
- Would like to have developers (and property owners) see how this (mitigation) would potentially have value.

<p>Stakeholder Category: Governmental Jurisdictions & Agencies</p> <p>Person: Bill Shoe, Principal Planner Santa Clara County Planning Department</p>	<p>Interview/Discussion Dates: 9/29/04, 10/8/04, 10/21/04</p>
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Background:

- Up until now, the Greenbelt has been below political radar, so it has been hard to get focus on it as being of any importance.
- There has been an understanding from the earliest plans that this would be a non-urban buffer. Greenbelt is a handier term, a default term.
- The planning principles were originated by Don Weden in order to get a focus on what would be necessary if the Greenbelt was to have a future. Don took the lead; staff helped out. At one point they even thought about fanciful sculptures in the landscape.
- Development patterns occurred before the 1984 San Jose General Plan. The parcel patterns have been there for a long time.
- The Greenbelt has been in the General Plan for a long time—codified in 1984, reaffirmed in 1994.
- Before 1984, it was possible to obtain a zoning change from agriculture to development. This was stopped since it was undermining stability.
- The two reports (Implementation Challenges and Interim Planning Principles) were never floated with the property owners. The basic impetus was to be a starting point.
- The reports were a “booster rocket,” but where will this go from here?

Constraints/challenges/concerns:

- A key challenge is to get people thinking beyond the past.
- CVSP has reached a juncture with the Greenbelt; he is interested to see where it will go.
- One issue is the County’s fundamental policy for no urban services in the area.
- What alternative vision might emerge? We don’t have an imperative to modify the plan.
- The dialogues on CV have not yet jelled. The City is starting them.
- Where is the imperative? The county has 1/5 of a planner on the Greenbelt, and it is premature to jump in. He is just following along, for now, holding back.
- Putting focus on the Greenbelt magnifies interest in both the Greenbelt and the Southeast quadrant area of the County. Over several years, speculative buying has doubled the prices. Even with prices high to start with, speculative buying is going to make implementation difficult. Property values are inevitably rising.
- People are buying in both Morgan Hill and Coyote Valley.
- With an incredible number of independently minded people, consensus is almost impossible.

- Gilroy has been under similar pressures. Partially prompted by LAFCO, the city adopted a policy for agricultural mitigation, modeled on Davis. Some momentum is building in that direction.
- Morgan Hill’s proposal is an enhanced rural landscape. More intensively developed, it would urbanize the area, but still be called a greenbelt; almost akin to what CVGB property owners would like to see.
- Regarding agricultural housing, he is concerned that if dense housing is allowed, it opens doors to more density. Second units (Granny units) are allowed on many properties—this could be a possible option for farm employee housing.

Vision:

- Conservation (of hillsides, ranchlands, etc.)
- The County is not going to change anything. The policy is what it is. County will watch discussion as it evolves, and once there is a mature/ripe vision, then the county will give the airing.
- County is also looking at what Morgan Hill is going to propose. Needs to look at it from the perspective of the whole South County. Think about situation around San Martin and Gilroy.
- County will not change zoning designations; they don’t want new “ranchette” zoning.
- We (county) have only begun to scratch the surface.
- In response to comments on overregulation: There are several different agencies governing uses and regulations (such as fire, pesticides, waste water, etc.). County can perhaps facilitate and streamline a multi-agency permitting process.

Suggested Contacts/Follow-up:

- Suggested stakeholders to contact:
 - Water District
 - SCC Parks and Recreation
 - Dave Bischoff, former Community Development Director of Morgan Hill
 - Neelima Palacherla, LAFCO

<p>Stakeholder Category: Governmental Jurisdictions & Agencies</p> <p>Person: Debra Caldon, Watershed Unit Manager Santa Clara County Water District</p>	<p>Discussion Date: 11/4/04</p>
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Background:

- There are two program areas:
 - Environmental Enhancement (e.g. wetlands)
 - Trails
- Brian Mendenhall, SCVWD Environmental Planner, has manages the grant program for trail-building and water projects
- 11 trails projects are underway in the first phase.

Vision:

- It is their goal to construct 70 miles of trails over the course of 15 years.
- Getting ready to issue another project RFP, the city could submit something for CV

Suggested Contacts/Follow-up:

- Yves Zutti, with San Jose Public Works/Parks & Recreation
- Darryl Boyd, Principle Planner, lead CV environmental analyst

<p>Stakeholder Category: Governmental Jurisdictions & Agencies</p> <p>Person: Eric Carruthers, CVSP Task Force Team Member</p>	<p>Discussion Dates: ongoing</p>
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Constraints/Challenges/Concerns:

- Alliance for Smart Planning put some vague but attractive ideas on the map.
- The high cost of the plan may affect mitigation.
- Regarding market value, the tax roll is not reflective of the market value, since properties purchased prior to Proposition 13 have fixed low assessed property values and tax rates rise very slowly. For houses sold prior to 1972, the current assessed value is about 25% of the market value. Since then, properties, when they sell, get assessed at market value.

Vision:

- Trail connections: farmers who owns land on the hillside just west of the developed portion (between Bailey and Palm Avenues), may be prepared to accommodate trails across his land.
- Hoping to put mitigation of agricultural land into the plan
- Open Space Authority is generally concentrated on buying land in the hills/mountains, so adopting a vision for the Greenbelt has been a radical departure. Some have said that a Greenbelt is impossible. Participation in taking a position was a transformative experience for some of the OSA board.
- FROGs (Friends of the Greenbelt) have emerged: people who are supportive of the main greenbelt goals.
- Needs to be a strategic public purchase.
- Could be accomplished with a joint powers agreement.

Suggested Contacts/Follow-up:

- Research Gilroy's Greenbelt situation
- FarmLink and Rural Development Center
- Contact Land Trust Alliance for possible models

<p>Stakeholder Category: Governmental Jurisdictions & Agencies</p> <p>Person: Pat Dando, Vice Mayor City of San Jose</p>	<p>Discussion Date: 10/13/04</p>
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Recommendations:

Pat got in touch on two occasions with recommendations.

- She recommended contacting Joe Burch, owner/operator of Redwood Empire, a lumber company that has a plant in the Greenbelt. She encouraged follow up on his idea for manufacturing wood byproducts into stakes and planter boxes useful for the nursery business. We also talked generally about various allowable kinds of agricultural uses.
- She recommended research into the Kings County Farm Day as a possible model for activities that could take place in the Greenbelt. (See links below and Attachment Appendix for brief descriptions.)

<http://www.metrokc.gov/wsue/2Dce/farmtour/>

<http://dnr.metrokc.gov/dnrp/press/2004/0830harvest.celebration.htm>

<p>Stakeholder Category: Governmental Jurisdictions & Agencies</p> <p>Person: Vera Gomes, Science Teacher and Head of Student Farm Program, Ann Sobrato High School Morgan Hill Unified School District</p>	<p>Discussion Date: 10/20/04</p>
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Background:

- There are two high schools in Morgan Hill: Live Oak High School and Ann Sobrato High School, which just opened.
- Live Oak has an 8-acre farm, all volunteer, with livestock and pasture.
- There is a committee for planning the new farm at Ann Sobrato High. Aziz Baameur, UCCE Small Farm Advisor, serves on that committee.

Vision:

- Both schools should have their own farms.
- Concept for a new 20-40 acre farm, with public garden, orchard, to be constructed at Ann Sobrato High.
- The idea of linking this school-public farm and garden to agricultural activities in the Greenbelt is appealing.

Property Owners & Farmers

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Stakeholder Category: <u>Property Owners & Farmers</u> Greenbelt Property Owners (Non-Farming) People: Alliance for Smart Planning ²³ Tedd Faraone, Jack Faraone, Lee Wieder, and Chris Allen, Richard DeSmet	Discussions: ongoing Parcel Number/Address: Faraone- G221/ Hale Ave. Allen-G191 / 626 San Bruno Acreage: 5.8, 9.7
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In the introductory meeting (8/20/04), Tedd and Lee explained their interest in coming to a consensus on mission and goals, and their demand for equitable development. Sibella explained what the upcoming Greenbelt research would entail.

In subsequent discussions, the following topics and issues were raised:

Constraints/challenges/concerns:

- Taxes are exceeding income
- Garlic was small, prunes were small; obviously some sort of bad soil conditions
- The Greenbelt is currently a “hostile” environment for agriculture.
- Question is, how do you get value from the Greenbelt itself.
- Being categorized as permanent agriculture has made the property owners militant.
- Want more information about water production, crops, land use, etc.
- Include ag-economics in the research: can’t separate land use from finance

Vision:

- Looking for a total of 800 housing units; in exchange would give development rights to what land is left.
- Want to open up discussion with the city. Want to work as a group. There is a sense of cooperation. Needs to be a sub-committee for the Greenbelt.
- Exhaust all tools short of land conservation. “Not asking for transfer of development rights.”
- Aren’t there septic alternatives that could handle new houses? Sand, package treatment?
- Would love to see property values go up, public benefit increase, ambiance go up
- Want to orchestrate an approach. Put all the options on the table.
- Goals:
 - Take us out of the Greenbelt designation
 - Fair market value
 - ½ acre lots
 - Some sort of upside value
- Would like to help sponsor an informational forum on viability of agriculture.

²³ Initially, the group called itself “Alliance for Equitable Development.”

Stakeholder Category: <u>Property Owners & Farmers</u> Greenbelt Property Owners (Non-Farming) Person: Dan Carroll	Interview Date: 8/20/04 Parcel Number/Address: G304 / 532 Live Oak Acreage: 10
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Background:

- 15 years ago, the valley was 100% prunes.
- Has been a 4-H'er and future farmer from the age of 10 years old.
- Planted prunes in approx. 1957
- Yield was 1-2 tons per acre, dried
- Removed prune trees in 1998
- Sunsweet left in 1988

Current Farming/Ranching Business:

- Regulatory problems: can't work the land, can't disc, and can't burn. Can do some of this with permits, but not without complaints. You can't farm.
- Now has walnut orchards in San Benito; almond orchards in Merced County.
- Have transmission wires over land, through easement.
- Labor is tough.
- Orchard needs 3 acre feet of water per acre per year.

Constraints/Challenges/Concerns:

- Lease costs are low. Can get only \$200, \$75, per acre, and falling.
- Over past 30 years, development has chopped up land.
- Would like to see infill.
- Insufficient water
- Regulations require casing of wells to 50 feet, and sometimes 125 feet.

Vision:

- Something like Cordevalle (vineyard estates, etc.) might be possible.
- Wish it was how it used to be.

Stakeholder Category: <u>Property Owners & Farmers</u> Greenbelt Property Owners (Non-Farming) Person: Jo Crosby	Interview Date: 10/28/04 Parcel Number: G300 Acreage: 15
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Background:

- Joe is a geotechnical engineer.
- Bought 15 acres in 1975, farmed it in prunes.
- Left about 10 years ago.
- Today the land is fallow.
- There is an older house on site that we rent out.
- No well except for the house. Wells aren't productive. Water is a problem, used to get water from Perusina's property across the street. The water table has gotten lower.
- After a heavy rain, you could find near saturation at ground level, which can lead to septic system problems.
- Soil is fair; silt ranging into clay. Not worn out soil.
- Greenbelt is a misconception.
- Land purchased as an income producer, not for speculation.
- Moderately productive land at best. Would take a huge investment to turn it around.

Constraints/challenges/concerns:

- San Jose wants to do great stuff for us but doesn't want to work with us.
- There are certain features that aggravate me to the utmost. The City dictates what we have to do, but is not talking responsibly. Total outsiders are dictating. We are out of the process.
- LAFCO was set up to deal with sphere of influence. San Jose has no legal right to dictate to us.

Vision:

- Would be interested in talking to potential renters.
- We would all jump up and do something new if someone would show us the way.
- Wife would like to move down there. He is 76, wife is 75. Both are still working.
- Believes that a fair value for the land is \$75,000 - \$100,000/acre.
- Has a document of \$130,000/acre offer, but he thinks they're not likely to be offered more than \$10,000 if the Greenbelt designation goes through.
- Can't do anything with the land. Would like to build on one 5-acre parcel, selling the other 10 acres to subsidize building.
- This is making progress; [the interview process] makes him feels more at ease.
- Glad the Greenbelt process is happening.

Stakeholder Category: <u>Property Owners & Farmers</u> Greenbelt Property Owners (Non-Farming) Person: Richard DeSmet, Don Christopher, Richard Barberi, Jeff Stokes (family interests in the properties in the name of the Glasco Jeffrey & D Trust)	Interview Date: 11/4/04 Parcel Number: G86-89 / Palm Ave. Acreage: 47.3
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Background

The Christopher family first purchased land in Coyote Valley two generations ago, in 1920. Al and Art Christopher started with 50 acres and then added another 30 acres. They mainly farmed prunes. Both parcels remain in the family. The larger parcel, bordered by Palm Avenue on the north side, is in the Greenbelt. The smaller parcel, bordered by Palm Avenue on the south side, is in the Urban Reserve Area.

Since the prunes got pulled 10-15 years ago, the family has tried growing other crops with limited success. The garlic, corn, and tomatoes were all harvestable, but on the small side. The Gilroy area proved to be much better garlic ground.

Conditions

- Soil is fairly gravelly and alkaline in some areas. There is good drainage and plenty of good water.

Current

- Today, Christopher Ranch has 3,000 acres of garlic in CA, mostly on leased land in the Central Valley.
- The family property in the Greenbelt is leased to the Grass Farm for sod production.

Concerns/Challenges/Constraints

- Homesites on 5 and 10 acres are often problematic. Homesites of more than a couple of acres are not viable for good financial, aesthetic, and operational management.

Vision/Outcome

- Keep the Greenbelt green by having campus style churches and schools and maybe a golf course. Gavilan College is looking for about 80-100 acres of land. If located in the Greenbelt, Gavilan College could offer horticultural education as part of its extensive vocational education program. Name of the contact person at the College: Steve Kinsella.
- Could also have an estate home with agriculture element like Cordevalle.
- Expectation is that they should receive \$1.6 M - \$2 M per acre.
- Thinks that family could get the value they want out of their land, without subdivision, providing that there was a well-planned and managed agricultural element and overall design elements. This could give the homesites a valuable and beautiful setting.

Stakeholder Category: <u>Property Owners & Farmers</u> Greenbelt Property Owners (Non-Farming) Person: Jojhar Dhillon	Interview Date: 10/14/04 Parcel Number / Address: G101 / 613 Palm Ave. Acreage: 19.1
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Background:

- Bought land in 1995, lives on land in an old house
- Planning to farm, but he couldn't farm it himself
- Came from a farming family in India, wanted to grow peppers, green vegetables for wholesale
- Now leases for hay, at \$15/acre
- Hasn't used any pesticides on the land for the past few years

Constraints/challenges/concerns:

- Water problem: well is shallow. In winter there is high water.
- Bottom line: you need to make a living
- Land needs to support the crop

Vision:

- Would like to grow greenhouse tomatoes and cucumbers
- Would be interested in talking with farmers who might want to lease from him.

Stakeholder Category: <u>Property Owners & Farmers</u> Greenbelt Property Owners (Non-Farming) Person: Eric Flippo	Interview Date: 10/18/04 Parcel Number/Address: G93, 104 / 615 Palm Ave Acreage: 15 acres
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Background:

- General contractor, builds large developments for developers such as K&B Homes
- Bought an old dairy, lives there in the 4,000 square foot house on Palm
- Used to farm 150 acres in Coyote Valley
- Some wildlife comes through: deer, pigs, a few mountain lions. Not much, they mostly stay in the hills.

Current farming/ranching business:

- Grows hay all along Palm Ave.

Constraints/challenges/concerns:

- Pumpkins, cucumbers, they're all "bad deals" for High Rise Farms in Coyote Valley.
- Need to have huge volume and more production to sell to grocery chains, etc.
- Water problem: some parcels can't get water, others get lots of water
- His soils are adobe, they hold water. This leads to root rot on trees and on vineyard. Lost the prune trees.
- Upset about annexation. Properties annexed into the city, have been paying in good faith, but haven't seen promised septic.
- Problems with adjacency: Residential people complain about farming's dirt, dust, noise. Simultaneously, as a rural person, he doesn't want to raise his kids next to the city.
- There are some people who have been waiting for a generation to do something with (i.e. sell) their land.

Vision:

- Talks with Santa Clara County Supervisor Don Gage, trying to come up with something reasonable.
- If they want to do something here, make parks and bike trails. Maybe riding trails.
- He would do a small sub-division, or sell his parcel for a park.

Stakeholder Category: <u>Property Owners & Farmers</u> Greenbelt Property Owners (Non-Farming) Person: May Fong	Interview Date: 10/14/04 Parcel Number/Address: 320 Kalana Acreage:
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Background:

- Now lives in San Jose
- Used to have a mushroom farm; a heated shiitake operation.
- Grew top quality mushrooms for high-end restaurants
- Had strong partners.
- 10 acres, built 6 or 7 greenhouses—heat and temperature controlled. Lots of investment, put in a well. No chemicals were used. For shiitakes, oak saw dust is used.
- Cost of labor was high.
- Went out of business because undersold by Chinese imports
- Rented for one year to another mushroom grower, who stopped 3 years ago. Greenhouses are now empty.
- When Cisco came in, thought land was probably worth \$200,000/acre

Constraints/challenges/concerns:

- Concern about renting greenhouses is that the renter might leave a mess that wouldn't be covered by the rent
- Energy costs are high

Vision:

- If someone were willing to rent the greenhouses, they'd like that.
- Would rent for \$3,000/month
- Worth a try to consider leasing

Stakeholder Category: <u>Property Owners & Farmers</u> Greenbelt Property Owners (Non-Farming) Person: Tony A.J. Intravia	Interview Date: 10/15/04 Parcel Number/Address: G90 / 240 Palm Acreage: 4.5
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Background:

- 84 years old
- Been on property for 15 years
- Born and raised in Coyote Valley; born and raised on ranching.
- Worked with San Jose Public Works; now retired.

Constraints/challenges/concerns:

Soil:

- Let's get reasonable. North of Palm, they've got adobe. Holds water, stays moist.
- Indians call this (Greenbelt area) "useless territory."
- Can't make a dime off this ground. You can plant, but nothing comes up. My trees are at a standstill, the ground doesn't hold water.
- Greenbelt should be north of us. This ground holds too much water. North of Palm grows anything.
- Big rocks, plenty of water (his parcel)
- Need a soils analyst. Soil is a mystery

Scale:

- Can't do anything on 5 acres.
- To make a living you need 40-60 acres and good ground.

Vision:

- At my age, would like to make a deal, get a few dollars and go to Las Vegas.

Stakeholder Category: <u>Property Owners & Farmers</u> Greenbelt Property Owners (Non-Farming) Person: Joyce and Don Mirassou	Interview Date: 8/20/04 Parcel Number/Address: G219, 220 / 623 San Bruno Acreage: 22 acres
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Background:

- Have been in Coyote Valley since 1965
- Had a house in South San Jose, at Tully, where they grew a number of varieties of pears and prunes.
- His great grandfather brought pears to the valley. In those days, they made a living on 30 acres, selling fruits fresh (even shipping to England), and processed.
- In Coyote Valley, prunes did well, and then labor became expensive.
- Had to contend with deer, raccoons, and wild pigs
- Sunsweet closed the dryer in the late 80's or early 90's, and then they shipped prunes to Winters for awhile.

Current farming/ranching Business:

- Have rented land for row crops for awhile, with a ground lease.
- Receive \$1,650 per year for 22 acres, and pay \$1,859 in taxes—even as a Williams Act parcel.
- Well draws over 300 gpm, and pumps at a depth of around 200 feet.
- The soil is real good—“doesn't get much better than what we've got.”

Constraints/Challenges/Concerns:

- Not vineyard ground

Vision:

- This land is an investment for our children
- Would like to see land value of \$100,000 per acre

Suggested Contacts/Follow-up:

- Get a soil map of the County from the Resource Conservation District
- Visit the Anderson Reservoir, an aqueduct starts there and then crosses through the Greenbelt

Stakeholder Category: <u>Property Owners & Farmers</u> Greenbelt Property Owners (Non-Farming) Person: Bob Nagahara	Interview Dates: 10/19/04, 9/6/04 Parcel Number / Address: G223 / 630 Hale Acreage: 28.8
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Background:

- Moved here in 1955
- Williamson Act property
- Fisher Creek runs through his property.
- Grew prunes until the market went bad.
- Started raising strawberries back in the 70's. It was a family operation. All roadside sales.²⁴
- Made their wages. Grew 2-3 acres around the house, until there was a regulation on fumigation. They had to stay 30-50 feet, and then 100 feet away from the house. This cut their acreage in half.
- Water is really good now. They used to get seepage off the hill, now get San Luis water. The percolation ponds have changed the hydrology.
- In the 1990's there were some dry years and the well went down. When they put the check dam there, water started flowing to Cochran Road. The hydrology is complicated.
- There are about 5 kinds of soil on site—he had it analyzed one year. By the road it is loamy; by the hill it is gravelly, rockier and sandy; and by Fisher Creek it is adobe.
- Being a neighbor to Monterey Mushrooms doesn't bother him. He doesn't mind the smell.
- He came from farming in Almaden Valley in the 50's. Sold out in Almaden.

Constraints/challenges/concerns:

- Feels they slapped owners with the Greenbelt designation. Feels no one will take over farming.
- He didn't encourage his children to farm. The bottom line was zero. Even in a good year, he would break even. Sold for between \$13- \$20/flat
- If I knew what was good, I'd try it. At my age, I don't want to take risks.
- Greenbelt will be a bad situation for us.
- On a small acreage, forget farming.
- The pigs, deer, turkey and starlings were a headache. Bill Quaglia has trouble with birds. You need a 7' high fence for deer.
- It's a rough, tough deal. Wouldn't recommend anyone farming. It's been a headache, mainly because of pesticides.

²⁴ Note: many residents/interviewees have mentioned the delicious, high quality strawberries he sold.

Stakeholder Category: <u>Property Owners & Farmers</u> Greenbelt Property Owners (Non-Farming) Person: Dan Perusina	Interview Date: 10/12/04 Parcel Number / Address: G295 Acreage: 17.5
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Background:

- Began farming with his father and brother in the Cambria Park area, and farmed all the way South. Farmed quite a bit around IBM, which was the best land.
- Started with prunes, walnuts, apricots.
- Peppers: to grow these you got to have a contract. They used to raise cucumbers for Del Monte, but there are no more canneries.
- Used to sell to Lucky Store and other big markets.
- Lucky required that the farm carry a \$5 M liability policy (for food-borne illnesses, etc.), which cost them \$3,500. Everything goes through a broker there.

Current:

- Lives in San Jose, is currently retired. He is 74 years old.
- Owns 3 pieces of land in the Greenbelt, which he leases to others. These include: the lot (with old farm machinery and a rail car) at Live Oak and Monterey Highway; 14-15 acres to a farmer who grows peppers; 5 acres at Willow Springs and Hale (where Spina grows corn).
- Most parcels don't have enough water
- Some wells get 250-300 gallons/minute
- Soil is mediocre: clay ground. Not best/not worst.
- Fair soils on the plot Spina leases.

Constraints/challenges/concerns:

- Wells are expensive and Santa Clara County mandates that they seal them
- Moving farm equipment in and out is expensive, and becoming a problem. It's not feasible with all the houses in the Greenbelt.
- Fresh markets are an up and down deal—uncertain income.
- Brokers (middlemen) have it all tied up
- At farmers' markets you can't sell enough
- What we did 10 years ago doesn't work
- People have gone to drip from sprinklers on farms. Drip is best but is expensive to set up.
- With drip, you have to pump to tanks, and tanks have to have filters.
- If you don't make enough money, you get a 'wife problem.' He says he was lucky that his wife put up with what he did.
- You've got to get a wife that loves farming.

Vision:

- Doubts if agriculture will continue
- A fair price is a half million per acre
- We have been farming all our lives. Land, more than farming, has made money for these guys. Most of the younger generation doesn't want to work that much: we're talking 10 hours per day.
- When they started out, nobody had any money. Today, people need their new cars and houses.

Stakeholder Category: <u>Property Owners & Farmers</u> Greenbelt Property Owners (Non-Farming) Person: Jenny Sakauye	Interview Date: 10/12/04 Parcel Number/Address: G111 / 10090 Dougherty Ave. Acreage: 5 acres
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Background:

- Lives there with her husband and mother-in-law
- Husband and family have lived there for 20 years

Current:

- Pear trees are dying. They have 3 or 4 varieties, with blight.
- Also have apples, grapes, walnuts
- Not doing anything commercial: previously sold crops, now just for family and friends
- Still farming the fruit orchard and looking into other varieties.
- Pretty much low-input (of pesticides, etc.)
- They're looking into getting compost for the orchard to see if that helps with fertility.

Constraints/challenges/concerns:

- Problem is most of their trees are pears, which are not doing well.

Vision:

- Husband likes farming.
- "We plan to live here and have our children here. It makes such a difference eating food we grow."
- Would like to help come up with a plan to help farmers here keep farming.

Stakeholder Category: <u>Property Owners & Farmers</u> Greenbelt Property Owners (Non-Farming) Person: Robert Snively	Interview Date: 10/28/04 Parcel Number / Address: G151 / 10155 Dougherty Acreage: 2.5 acres
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Background:

- Have lived at 1015 Dougherty since 1971
- He is an electrical engineer, not a farmer
- He commutes up Hwy. 85, to work, in his hybrid car.

Current Farming/Ranching Business:

- Grows grapes for commercial wineries
- About 7/10 acre of grapes – zinfandel, quality very good
- However, person he was selling to went bankrupt
- Grapes gross about \$1000/year, net negative \$5000
- Makes a little wine himself, and grows fruit for his own use
- Used to grow prunes before they shut down the dryer
- Has a house well, that can run 5 sprinklers at a time. Pump works on the order of 2-3 gpm, but they could do ten times that with a better pump
- Water at 20 feet

Constraints/Challenges/Concerns:

- Soil is not very good for grapes, in general. He's probably at about the best location for growing grapes.
- Entire area has a clay pan of 3-5 feet. Water sits on top of it; for percolation, the pan would have to be cut through.
- There is not enough water for grapes.
- Plans: wife is saying that we couldn't tolerate the density of development in the area. If the triggers that were originally defined for the north Coyote Valley are used, it'll be 2020 before the necessary conditions are met
- By the time business development, housing, everything met will be another 15 years before we even see the development
- What I see is hands grabbing for the money from all directions. I'm afraid that those triggers will be set aside.
- Hitachi development being proposed for the IBM campus (in North Coyote)—they have this huge beautiful industrial development area there- they're saying let's maximize the profit by building housing development

- Example of a case where that's already happened- golf course near Kaiser, disappeared from greenbelt and reappeared as development area over last 10 years
- Silver Creek area, strong pressure to violate plan to increase residential density where they were hoping to create downtown center.
- San Jose doesn't have the guts to stand up for plans. The whole city won't be able to resist the grabbiness.
- Other issue is the mayor. Trying to create a legacy, CV is part of it; legacy isn't complete until dirt is turned. How will the city fight that?
- Has a self-proclaimed cynical view.
- Wife says she couldn't tolerate living there.
- Over the next 5 years, in 7 years, we'll see these beautiful plans unraveled by economics—lake might be replaced by housing, because they can make more money off it.
- Monterey Road is an example: it is the only part that the city has control over, right now. There is a place where they're storing cars. Why is the city permitting a polluting use in an area that they're trying to make a greenbelt?
- Church is another example. They haven't had the guts to stand up to the church, which is an illegal use. He thinks the County is going to lose the lawsuit. Sees the tent as a permanent structure.
- Other thing: philosophical problem with development of the area—the part that makes sense for agriculture is the part that they're planning to develop. The plan can be a thing of beauty; the execution can be overturned by money.
- Skeptical of the plan for the same reasons. Area most closely resembles the Berryessa area 15-20 years ago. You'll see what happened to green-space there. A lot of the land is owned by nursery, flower grower people – looks like land banking from overseas financial sources. Setting it up, going to make a living off it, pay taxes, the value is the rising equity of the land.
- One guy put his 3 kids through college on strawberries (Nagahara) but his future is in the equity of the land. True of all the flower growers there. What can they do? Flowers generate a lot of \$ per acre. Also a lot of pollution that needs to be regulated.
- Not a traditional agricultural view of the world. Apples and xmas trees look different. Also relatively high value. Look of the ag land in this area is light industry. If you're going to continue an agriculture business there, flowers are going to be a mainstay. Neighbor used to grow hay, but let it go fallow b/c he couldn't find anybody to come in and bale such a small space
- "Greenbelt" is going to look like low density residential, not look like agriculture
- To pretend that it's a greenbelt is at best optimistic. Used to think it was naïve [to do research] but now I see you're doing the best you can.
- What I saw in terms of your thoughts on the cross-valley wild-way, it was all off land that is more or less unoccupied. A big part controlled by the sod people. But there are already houses coming up, there. That's the kind of situation where you're going have to talk people into finding – (another place?).
- House on 2 ½ acres. Going to work out well in terms of value. Afraid that they won't be able to put together the money to work with large plots.
- Lived in San Fernando Valley, so smoggy that the kids couldn't go outside and play.
- We're worried about Dougherty because it's already used as an escape route.
- Probably have one of the best water supplies in the county. The question is: who's ripping it off. What are those new pumps for? (municipal water, for the development) His bet was that

they were providing emergency supplies to the power plant, because they look like private building, not the municipal stuff that they usually see.

- Certification for development of some parcels is questionable. They should've fallen into the greenbelt.

Vision:

- Would we still live there? The answer is probably yes. Until pollution becomes so intolerable
- Does see a growing demand for fresh produce, etc.
- The Greenbelt plan is worth pursuing. "As long as it didn't screw me up or my neighbors. As long as it would be structured such that people whose equity would be compromised by it would be compensated."
- Saw FROG's letters. Their convictions are closer to the goals that he has.
- Yes, Alliance for Smart Planning is looking for economic outcome. Both groups (Alliance and FROGS) are looking at the issue of uncertainty.
- Looks forward to continued interactions because he thinks this is really important.
- "We're not farmers in any realistic sense, but we reflect the community of the non-farmers in a realistic sense."

Stakeholder Category: <u>Property Owners & Farmers</u> Greenbelt Property Owners (Non-Farming) Person: Mike Zanutto	Interview Date: 10/15/04 Parcel Number/ Address: G92 / 230 Palm Acreage: 4.5
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Background:

- Bought 15 acres in 2000 with his father and Tony [Intravia].
- Received permit (one of the last to be issued) to split land into multiple parcels
- Previously lived in Campbell
- Has three children (ages 13, 8, and 5) who still attend school in Campbell
- Water is good

Constraints/challenges/concerns:

- Whole plan doesn't make any sense
- It's not a greenbelt, it's a brown belt.
- Found out that across the street they can split property, and he's stuck.
- Inherently unfair—guy across the street can tap in.
- Everything is stagnant out there.
- Soil is hard because very compacted. Land in greenbelt is conducive to homes.
- It's the exclusion that's gotten people irritated.

Vision:

- Wants to be able to split property.
- Wants City to consider some compromise.

Stakeholder Category: Property Owners & Farmers Greenbelt Farmers (Current) People: Harold and Barbara Baird, and daughters Janet Burback and Sally Baird, Tilton Ranch	Interview Date: 10/8/04 Parcel Numbers: G199, G200 / Bailey Ave. Acreage: 820 (not all in Greenbelt)
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Background:

Tilton Ranch has been in the family for almost 100 years and 5 generations. The family is related (via the Tiltons and Sheldons) to Henry Miller, purportedly California's largest land owner at the turn of the 20th century. Two books that capture some of the family history in the area are East of the Gabilans and In the Shadow of El Toro.

Janet Burback is a former board member of the Santa Clara Land Trust, is a leader of a local 4-H group, and a school bus driver in the Morgan Hill School District. She is actively engaged in agricultural education. She organizes tours of the Tilton Ranch for her children's classes and other groups of school kids. She understands children's almost instinctive interest in animals and mentioned that there are several popular horse camps for children in the area.

Family mentioned that they thought the City should have asked their permission to use a picture of their land and house as the central photo in the CV Community Outreach Bulletin.

Current farming/ranching business:

Main business of Tilton Ranch is a cow-calf operation. Ranch has 200 cows and sells the calves at the public auction year in Aromas. Bulls are borrowed as ranch doesn't have sufficient fencing to keep bulls and safety is a concern.

Market has been strong in recent years for a couple of reasons: imports from Canada are banned because of potential for BSE spread (hoof and mouth disease); mid-western cow-calf businesses suffered a serious drought right after the Utah Winter Olympics that depleted herds. Tilton calves are high quality due to their good health, which is a factor of their environment (e.g. range for grass-fed cows) and sound animal husbandry (e.g. conscientious vaccination protocol).

Market price is the primary factor in determining the profitability of the business. Water and quality of rangeland is also an important factor. Sufficient rainfall keeps springs productive; late spring rains are important for grass production. They have an entitlement to metered water from the water district pipeline that crosses through their property.

Constraints/challenges/concerns:

Shrinking habitats for and overpopulation of wildlife:

- Population of around 500 wild turkeys is beginning to have negative impact on grass production because the turkeys eat the grass seed
- Coyotes can be kept in check at their ranch, but constraints on trapping in developed areas nearby (e.g. Almaden Valley) is causing a population rise
- Wild pigs can be kept in check at their ranch because they are allowed to hunt them; but fees are rising for other people to hunt the pigs.
- Canadian geese – 200-300 hundred at a time – land all through October in the field of corn stubble in northern Coyote Valley. They land to rest more than to eat. But where will they land now? They need a large enough open area so they can feel protected from predators.
- Squirrel population is getting out of hand.

Over-regulation:

- Want to be able to use more effective poison to control squirrel population
- Want common-sense regulation for coyote control in the area
- Pesticide regulations are getting too restrictive for farmers in the area

Concerns about effect of impending development:

- Increased traffic
- Increased problems with trespassers

Opportunities:

- Due to BSE, cattle system is moving to adopt an ID system so that every animal can be traced. This will be good for Tilton Ranch. People trust local and USA grown.
- Organic and grass-fed cattle are growing niche markets.
- Big idea is to develop some kind of resort in the valley at the end of their parcel G199. This could be a place for taking people on rides, for hunting, for R&R, etc. They plan to start looking into options soon. However, they are wary about constraints (e.g. cost of insurance, fire regulations, health requirements, building permits, etc.)

Vision:

- Most of all, would probably like development not to come.
- As development is coming, hope there can be incentives to retain, protect, and enhance agriculture.

Stakeholder Category: <u>Property Owners & Farmers</u> Greenbelt Farmers (Current) Person: Liz Hirata	Interview Date: 9/1/04 Parcel Numbers / Addresses: G43, 44, 47, 48, 54, 55 / Kirby and Bailey Aves. Acreage: 230
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Background

- Family in business for 3 generations.
- Our worst enemy was mother nature.
- Sold Central Valley (apricots, cherries) to pay off bank loan.

Current farming/ranching business:

- On land, tenant manages the cherries, under annual contract. Contract is now year-to-year because they don't want to be locked into a 5 year lease.
- Cherries are sprinkler-irrigated; furrow irrigation would cause neighbors to complain.

Constraints/challenges/concerns:

- Not a valley of 'heart's delight' anymore.
- Feel like an American Indian - stripped of our rights. The general plan agricultural zoning has taken away our rights to develop.
- Cherries don't put kids through school. Don't have man-power or equipment to make a go of it. Used to have a packing shed. Way too costly. So many regulations.
- Can't compete with foreign countries
- Elgin Martin (pick – your – own pears) can't make a living. Too high of a risk.
- All of us into other ventures. I'm into rental business.
- I'm 53, seen lots of changes.

Vision:

- Zoning for housing. Want to be creative and keep 1-acre parcels.

Stakeholder Category: <u>Property Owners & Farmers</u> Greenbelt Farmers (Current) Person: Violet Johnson, Coyote Gardens	Interview Date: 9/15/04 Parcel Number / Address: G124 / 245 Kalana Ave. Acreage: 2.7
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Background

- She and her partner both grew up on farms in England, and wanted to have land around them and raise their children in this setting. So that's what they've done.
- They moved to the area about 20 years ago, with 3 boys who were little when they moved in. She lives right along the creek (Fisher), and it goes naturally through her property
- She has some acreage around her house. She loves the area and its rural qualities.
- People visit and say "oh I just love it here, it's so pretty!"

Current farming/ranching business:

- Coyote Gardens- makes, sells, and teaches classes on English hanging flower baskets
- This is her 6th year in business. She began because she missed the baskets from England, which line the street, etc. Her background is in chemistry, not horticulture. But she wanted to do what she loves, and that is to work with plants.
- Used to sell at Farmers' Markets in Morgan Hill, Willow Glen, and Los Gatos, for about 2 ½ years, but she quit because she found them very restrictive, due to all the inspection/certification required. She would have to be checked to make sure she grew everything on-site, etc. If she wanted to add an additional plant, she couldn't, because of regulations regarding what kinds of things she could or could not sell.
- So she opened the on-site business. She has return customers, as well as a lot of drive-by customers.
- She was recently featured in both This Old House magazine, and in Family Circle Magazine, so figured she ought to start a website.
- The idea of area-specific "Agritourism" has come up before; a woman from an info center in Gilroy mentioned it. She thinks she fits the bill pretty well for "agritourism"
- Already, when groups come, she provides tea and they make the baskets in a group. She can leave, come back, they're fine. She gives lessons, people come as a group. They return as a group.
- She's in a field she'd love to expand. She provides lots of trailing plants, window boxes, etc.
- She's open only April – September, because the baskets don't last much longer than that. She's worked in a very customer-service oriented way.
- She works another job as well. Staying small can be good because you avoid so much hassle and legislative stuff.

- She thinks there is potential for a business that would deliver fresh produce weekly to people's doorsteps in nearby cities.
- Someone started a pet and feed store but it got shut down because it needed handicapped access, a big tank, etc. She tries to avoid these things.

Constraints/challenges/concerns:

- Violet began by mentioning flood-related concerns. Doesn't see any work re: flood control in the greenbelt area, as she does in the area slated for urban development
- Went to one of the meetings, showing the planning for North of Palm, and they were only giving "lip service" to the greenbelt area. Saying "tell us what you want" but it was all already designed. People are being just as greedy as those on the other side.
- "We didn't come here for the money," she says, "we came here because it's a beautiful, quiet place to be."
- Don't want to lose what's there (coyotes come through, animals, etc)
- There is an easement through her property to put in a re-constructed Fisher Creek. When they bought the property, at signing time, she saw a dotted line running through the property. She asked the realtor what it was, she said it was nothing, but then went and looked it up, and it turned out to be an easement to build a drainage creek 150 feet wide. They almost didn't buy the property because of it. Between Santa Theresa and Palm Ave, you can see houses that back up to an unbuilt area, that's the easement.
- She asked about traffic, saying that when 101 was having trouble at one point in the past, people would cut through, and Monterey, etc., would get very backed up. People crawled past her site, so that was good for her business, but she'd like it if traffic could be directed out of the greenbelt area, "we" don't want all that. Santa Theresa was also supposed to be built all the way down, but hasn't been.
- Planners say they're going to use the natural creek, but where is the natural creek? Where would it go?

Vision:

- She feels/hopes that the more people there are living north of Palm, the more they'll want plants. If progress happens, it happens.
- On vegetable stands/nurseries/garden visit places: People really like to visit these places, there was one produce stand on a corner near her house but it is gone, there's just the Spina farm-stand which isn't as good, according to her. They could do with a good produce stand in the area; the other products were so good. And the strawberry farm closed down—they were amazing too. The strawberry farmer closed because he was restricted in his spraying and he didn't think he could do it without the spray.
- More produce stands and on-farm businesses would be great.
- She needs ADVERTISING HELP. It's so expensive. Place-based advertising, collaborating with other local businesses, etc. would be good. Advertising help would really help her. Just getting the word out so that people will come. She says, you can do the "build it and they will come" thing, but that really, unless they know about it, they won't come.
- She'd like to expand, carry English teas, English products. Make a quality place for people to go. She could use some business advice—that would be great.
- She is very positive about the idea of regional marketing, of greenbelt-supportive programming, of ag-tourism, of bike paths, etc.

Suggested Contacts/Follow-up: Grass Valley Studios on Dougherty

Stakeholder Category: <u>Property Owners & Farmers</u> Greenbelt Farmers (Current) Person: “Tiffany” Yen Luong, Valley Orchids, Inc.	Interview Date: 9/30/04 Parcel Number / Address: G235, 275 / 635 Miramonte Acreage: 38.7
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Background:

- Established 1991
- Partners with Benny Ooi in Chino
- Rents 4.5 acres, and uses 2.5-3 acres.
- Landlord is Yik Bun-Law, who lives on the property. Yik used to grow sunflowers and chrysanthemums.
- Her children live in Sunnyvale with her mother.

Current farming/ranching business:

- Every year, business is getting better
- Sell to Home Depot, Enright Nursery, and the SF Flower Market
- Primary crop is wholesale orchids, which sell for \$12 for a 5.5” pot
- Employ 4 people plus the owners
- Import bare roots from Taiwan and grow them out.
- The flowers are high quality, last a long time.

Constraints/challenges/concerns:

- Sometimes hard to find seasonal employees

Vision:

- Don’t want to move, because customers don’t want to drive further. This is a good location.
- Would like to expand market.
- Would be interested in expanding into organics.

Stakeholder Category: <u>Property Owners & Farmers</u> Greenbelt Farmers (Current) Person: Chris Marchese and Liz Hirata	Interview Date: 9/9/04 Parcel Numbers / Addresses: G43, 44, 47, 48, 54, 55 / Kirby and Bailey Aves. Acreage: 230
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Background:

- Originally had around 350 acres and a packing shed
- Quality was always better than other CA cherries; there were no splits in the fruit, or doubles.
- Almost always got a premium price and had a good market in Japan; contracted with a packing company in the Central Valley
- Our land was part of the San Jose strip annexation. Have 1:1 zoning under city, but general plan zoning gives them 1:20 zoning.

Current farming/ranching business:

- 220 acres of cherries; 10% replacement of trees per year
- This year was a good year. In the last 10 years, they've had 3 decent years. The 7 bad years were all weather-induced.

Constraints/challenges/concerns:

- This is like farming in an urban area. Urban residents feel entitled to the land. They want and need more area to recreate in.
- In the Central Valley, growers started using gibberellic acid to firm and increase the size of the fruit. It delays the harvest, and has taken away Coyote Valley's competitive advantage.
- Have to look at consistency of the soil; ground too heavy and mixed bag
- The Greenbelt is a farce. County roads and other impacts and spillover will come from the city. They've chosen the most developed section to designate as Greenbelt
- We should've had representation; this is the 4th attempt to go forward.

Vision:

- Wanted 1-3 rural residential zoning, thought we were working towards a compromise
- Want to stick to our plan for our land. We are the largest land-owner out here. Have to be realistic economically. We are the ones who would sacrifice.
- Lifestyle agriculture is more realistic; maybe weekend/hobby businesses: lamas, bees, vineyards, small-scale nursery
- *Getting it Right* report was ok.
- Catch-up: we need to be a vital part of the plan
- Need to look at alternatives. San Jose, is not the most moral & ethical place.

Stakeholder Category: <u>Property Owners & Farmers</u> Greenbelt Farmers (Current)	Interview Date: 10/6/04
People: Meeting with Asian Greenhouse Growers Bun Luong, Yik Bun Law, Kai Hoi Yang, Wing Mok, Sin Wah Mok, Alum Mok, Ted Leung, Wayland Tam, Eddie Osaka, Roy Kikinaga, Xay Duc Houng, Chow Ho Mock, Gou Ping Yuan, Samuel Kwong, Heng Tan	

Suggested Contacts/Follow-up:

- Would like to see a photo of high-end nurseries, such as Western Hills.
- Historian Ken Sasso knows the history.

* * *

<p align="center">Meeting with Asian Greenhouse Growers, 10/6/04</p> <p>Names: Bun Luong, Yik Bun Law</p> <p>Parcel Number / Address: G-276 / 635 B Miramonte Ave.</p> <p>Acreage: 9 acres</p>
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Background

- Started in 1986. Used to grow mums until virus problem made that difficult.
- Kids used to help out but now they are gone.

Current farming/ranching business:

- Grows Asian vegetables; sells them through a Morgan Hill broker.
- Bun makes no living at all. Has a health problem.
- Yik is almost 80 years old. He kept losing money and then leased the greenhouse to someone else who also lost money.
- Land is covered under the Williamson Act; taxes are around \$2000 year.

Constraints/challenges/concerns:

- Wants to the city to allow development.

* * *

<p align="center">Meeting with Asian Greenhouse Growers, 10/6/04</p> <p>Name: Kai Hoi Yang</p> <p>Parcel Number / Address: 10360 Dougherty Ave.</p> <p>Acreage: 5 acres (with a trailer)</p>
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Current farming/ranching business:

- Grows Asian vegetables

Constraints/challenges/concerns:

- High property taxes
- Works every day, to make a living; very hard to keep going.
- Works long days—from 3 am to 11 pm.
- Workers can't stay more than 7-8 hours
- The government is killing us with regulations; Chris Allen has had trouble with regulations
- Need pesticide permits from USDA, building permits are less of a problem.

* * *

Meeting with Asian Greenhouse Growers, 10/6/04

Name: Wing Mok

Parcel Number / Address:

G-305 / 530-2 Live Oak Ave.

Acreage: 12 acres

Background

- Started in 1984. First few years grew mums, and then switched to miscellaneous flowers, then to snap dragons. Prices dropped from \$3.50 to \$1 per bunch.
- Tried to keep ahead of the market. Developed a contract with Safeway for a consumer flower bunch (5 stems) for which he got \$2.50 per bunch.
- At one point he grew over 100 varieties.

Current farming/ranching business:

- Still grows flowers and some vegetables.
- Half land is greenhouse; half land is stake-house (greenhouse with plastic sheeting for roof and often wooden supports).
- Makes a living, but not much.
- His kids work in high-tech.

Constraints/challenges/concerns:

- Spray regulations; can't get control for aphids.
- He is 58 and works 14-hour days.
- Hard to find good labor. He rents a house to one worker but generally, workers can't afford to live anywhere close by.
- His land is his retirement plan.

Vision:

- "There are thousands of years of farming experience in this room."

* * *

Meeting with Asian Greenhouse Growers, 10/6/04

Name: Sin Wah Mok

Parcel Number / Address:

G-141 / 20 Kalana Ave

Acreage: 9 acres

- He is 60 years old. Use to grow flowers, but lost money and switched to Asian vegetables in '98.
- Mums have lots of pesticides; vegetables have fewer poisons.
- All his children have moved away.
- He wants to sell and retire.
- Would like the city to know his problems.

* * *

Meeting with Asian Greenhouse Growers, 10/6/04

Name: Alum Mok

Parcel Number / Address:

G-140 / 20 B Kalana Ave

Acreage: ~6 acres

Background

- 17 years in field-grown seasonal crops
- In the fall season, the market used to be there.

Current farming/ranching business:

- Wholesale for the seasonal vegetables.
- 2/3 of the greenhouses are in seasonal flowers, the rest in vegetables
- Has no knowledge about growing something else
- Unlicensed wholesale dealers have been dishonest with us and not paid us. Market enforcement is supposed to collect money, but often can't track down these kinds of dealers.

Constraints/challenges/concerns:

- Now flower competition from South America
- Wholesalers are closing, and they take/keep our money when they close

* * *

Meeting with Asian Greenhouse Growers, 10/6/04

Name: Ted Leung

Parcel Number / Address:
G165 / 285 San Bruno Ave.

Acreage: 10 acres trailer on site

Background:

- Began 20 years ago, 1984

Current farming/ranching business:

- Best chrysanthemum grower in the area

Constraints/challenges/concerns:

- All the expenses have gone up – labor, chemicals, all inputs.
- It's unfair to be in the greenbelt.

* * *

Meeting with Asian Greenhouse Growers, 10/6/04

Name: Wayland Tam

Parcel Number / Address:
G187 / 195 San Bruno

Acreage: 9.76

Background:

- 26 years, chrysanthemums

Current farming/ranching business:

- Decided to abandon business, because of regulations and desire to retire

Constraints/challenges/concerns:

- Labor problem for seasonal labor
- Government regulations, we can't spray material
- Greenbelt Alliance says that our land is worth only \$6,000 per acre.

* * *

Meeting with Asian Greenhouse Growers, 10/6/04

Name: Eddie Osaka, Osaka Nursery

Parcel Number / Address:

Acreage:

Background:

- 37 years, on 13 acres
- Grew chrysanthemums, then carnations, then cut flowers
- Moved to hydroponics in 1990
- Once NAFTA passed, wholesale houses closed down, imports went up

Current farming/ranching business:

- Coops are helpful
- California Cut Flower Commission helps a little with advertising

Constraints/challenges/concerns:

- Clients want cheaper products

* * *

Meeting with Asian Greenhouse Growers, 10/6/04

Name: Roy Kikinaga

Parcel Number / Address:

Acreage:

Background:

- 5 years, has a house
- 35 years growing

Current farming/ranching business:

- Last carnation grower, has been cut down to 1/7 of original business

* * *

Meeting with Asian Greenhouse Growers, 10/6/04

Name: Xay Duc Houng

Parcel Number / Address: 138 Kalana Ave.

Acreage: 10 acres

Background:

- Still has mortgage payments
- Five years ago, was doing ok

Current farming/ranching business:

- Grows oriental vegetables
- Cost to grow is \$9-10 for a box; sells below cost
- Sells at markets, including Oakland Chinatown

Constraints/challenges/concerns:

- Losing \$40,000/year
- Barely makes his monthly mortgage

Vision:

- Wants to sell and retire

* * *

Meeting with Asian Greenhouse Growers, 10/6/04

Name: Chow Ho Mock

Parcel Number / Address: 10370 Dougherty Ave

Acreage:

Background:

- 85 years old
- Has 5 acres, which he has owned for 20 years.
- Has a house and greenhouse
- Grew chrysanthemums

Current farming/ranching business:

- Now grows vegetables

Constraints/challenges/concerns:

- Regulations are hard for live animals

Vision:

- Wants to develop and sell his place

* * *

Meeting with Asian Greenhouse Growers, 10/6/04

Name: Gou Ping Yuan

Parcel Number / Address: 620 San Bruno Ave.

Acreage:

Background:

- Before 1998, grew chrysanthemums
- Was very efficient, labor cost \$4 – \$6.75

Current farming/ranching business:

- Sell Asian vegetables to San Jose and San Francisco Chinatowns, and market

Constraints/challenges/concerns:

- All inputs have gone up. Seed costs \$8 - \$18/lb
- Competition from Fresno, etc., is ruining the market. There is an over-supply. Also Asian vegetables are coming from Mexico.
- He barely breaks even.

* * *

Meeting with Asian Greenhouse Growers, 10/6/04

Name: Samuel Kwong

Parcel Number / Address: 259 San Bruno Ave.

Acreage: 5 acres

Background:

- 25 years on site

Current farming/ranching business:

- Greenhouses are all broken; Has no money to fix them
- Makes 70 cents/bunch

Constraints/challenges/concerns:

- Labor, gas, imports

* * *

Meeting with Asian Greenhouse Growers, 10/6/04

Name: Heng Tan

Parcel Number / Address:

G282 / 220 Miramonte

Acreage: 6 acres

Background:

- Has been there for 20 years; grows flowers

Current farming/ranching business:

- Greenhouses collapsed 2 years ago

Constraints/challenges/concerns:

- Sold to San Francisco, but the big shippers are all gone

<p>Stakeholder Category: <u>Property Owners & Farmers</u> Farmers leasing land and/or farming in the Coyote Valley beyond Greenbelt</p> <p>Person: Kip Brundage, G&K Farms</p>	<p>Interview Date: 9/28/04 phone</p> <p>Parcel Number / Address: G307 / 280 Live Oak Ave (residence) Acreage: 4.4 acres</p>
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Background

- A long-time farmer in the area; family started out farming in San Jose.
- Long-time member of the SCC Farm Bureau, and former president
- Kip's partner Gary (the "G" in G&K) was killed in 1992. The tractor he was driving was hit by a transit bus in Coyote Valley.

Current farming/ranching business:

- Farms 500 acres in Morgan Hill and 500 acres in Gilroy.
- Crops are mainly oats and alfalfa. He used to sell to dairy and cattle operations. Now he mainly sells to the horse market which can pay a higher price. The recreational equestrian business is strong.
- Only reason the company keep farming, is that it has a niche.

Constraints/challenges/concerns:

Traffic

- He can no longer move farm equipment between his parcels in the South County, except between 6-9 am on Sunday mornings. This equipment is often wide (up to 20') and usually slow.
- There has been an accident with farm vehicles almost every year.
- The "ranchette zone" (Kip's name for the Greenbelt) will be slammed by traffic. People like me will sell because the area will no longer offer the life-style we want.
- Coyote Valley development will put tremendous pressure on Morgan Hill.

Economics

- All farming expenses are up.
 - Have 17 employees: workman's compensation up from \$9000 in '98 to \$101,000 in '05.
 - Cost of fuel is up from \$2000 month in '03 to \$7000 month in '04.
 - One of the pesticides he uses costs \$750 gallon.
- Unimproved land is going for around \$40,000 - \$50,000 an acre for 10-20 acres. Knew of a 2.5 acre parcel that passed septic test that went for \$165,000.
- His property taxes are pre-Prop 13 (\$2000 year for 5 acres with a house). Once land sells, that protection will be gone.

- A few years ago there were offers way over the property value (e.g. 5 acre parcel with 2100-sf residence appraised at \$750,000 was receiving offers of \$1.5 M.) Hasn't heard about this happening recently.
- Organics is not a solution because organic food is too expensive and consumers won't put up with the worms.
- Flower growers can't compete with 50 cent an hour labor that is standard in Columbia.

Aesthetics

- No future in farming with the aesthetics people want. This has got to be an area for high value residents with agriculture as landscaping (e.g. vineyards).
- New small farmers won't develop and maintain the aesthetic expected by the new urban community.
- Urbanites make a hassle about agricultural noise and pesticides.

Agricultural Infrastructure

- Wells are shot and need more repair (e.g. casing) than farmers can afford. Water availability is not a problem.

Over-regulation:

- Farmers are now responsible for all the water leaving their land. Have to install a monitoring system for silt, run-off, etc. One more piece of paper-work to contend with.

Loss of agriculture

- Scared by loss of agriculture to overseas markets (e.g. tomato processing to Turkey, then we import the tomato paste).
- Only 20 acres of garlic left in Gilroy when there used to be 6000.

Vision:

- Develop the greenbelt; don't force an agricultural greenbelt that does not work.

Stakeholder Category: <u>Property Owners & Farmers</u> Farmers leasing land and/or farming in the Coyote Valley beyond Greenbelt Person: Joe Gonzales, Calero Ranch Stables	Interview Date: 9/30/04 On-site
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Background:

Joe's family has been farming in Santa Clara County for several generations. He can remember relatives making a decent living on 20 acres of fresh vegetables. The beans did taste really good.

Joe holds the following appointments/positions in Santa Clara County Agriculture

- SCC Water District, Member Agricultural Water Advisory Committee
- Santa Clara County Farm Bureau, Vice President and President Elect
- USDA Farm Services Agency, Santa Clara County Committee, Minority Advisor

Current farming/ranching business:

Joe operates several farm and related businesses, including:

- Leases 90% of the land in northern and mid Coyote Valley from the land owners. Some he leases to smaller farmers (e.g. John Spina) other land he farms himself.
- Operates Calero Stables as a concession with the SCC Parks and Rec in the Calero County Park. This stables is full to capacity with 100 horses boarded there, and a summer camp full to capacity with 500 children annually. Calero Park and the adjoining Canada de Oro Open Space Preserve together have 25 miles of riding trails.
- Owns a 200 acre farm in Gilroy.
- Leases an additional 2,000 acres in Hollister and Gilroy.

Primary crops include oats, safflower, alfalfa, and wheat, much of it for horse feed.

At one time he grew some vegetables, including green beans and zucchini. The zucchini was grown for Del Monte, which used his mom's recipe for their canned zucchini.

Constraints/challenges/concerns:

Considers the agricultural greenbelt to be "a joke", because there are no large parcels to farm, too many houses are being built, several businesses make it smell bad, and regulations are not farmer-friendly.

Opportunities:

Recreational trails:

- Thinks there is a need for a cross-valley trail through the Greenbelt that could connect Calero Park and the Coyote Creek Parkway. Suggested SCC Measure B as a possible source of funds, since its mandates among other things, development of another 150 miles of trail.

Also suggests the cross-valley water pipe as a possible route since it already has easements on the properties over which it passes. Suggests contacting Rick Callender at the Water District and Rick Linquist, associated with Measure B.

Agriculture:

- Thinks it would worth trying out some kind of pilot program for small-scale intensive agriculture with innovative practices, specialty crops, and direct marketing.
- Thinks specialty nursery crops might survive.

<p>Stakeholder Category: <u>Property Owners & Farmers</u> Farmers leasing land and/or farming in the Coyote Valley beyond Greenbelt</p> <p>Person: Ray Malech</p>	<p>Interview Date: 10/28/04</p> <p>Address: farmland located in urban reserve area on Monterey near Bailey</p>
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Background:

- Family has been in the area since 1870. They grew apricots, prunes and walnuts. In the old days, you could raise a family on it.
- Ray says he’s “getting up in age like all of us.”
- Now he is a building contractor—not farming.
- South of Palm, the soil has lots of gravel and clay. North, it’s more alluvial. Look at the walnut trees along Monterey, since they reflect the soil qualities of the north and south parts of the valley.
- “Imports are killing California. We can’t compete.”
- He feels sorry for the people that got stuck in the greenbelt zone.
- “The city planner is crazy, he’s dreaming.”

Current farming/ranching business:

- Currently grows apricots on site, selling them for \$300/ton and netting \$150/ton after labor.
- He says, “I’ll furnish the crop, you furnish the pickers,” regarding farm day/u-pick event, etc.

Constraints/challenges/concerns:

- The city promised us sewer back when they annexed. That has been annoying to him and others.

Vision:

- “Hate to see the valley change, but have to accept it.”

Stakeholder Category: <u>Property Owners & Farmers</u> Farmers leasing land and/or farming in the Coyote Valley beyond Greenbelt Person: John Spina, Spina Farms	Interview Date: 9/30/04
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Background:

- He has been in Coyote Valley for 35 years.
- His father farmed in the area beginning in 1949

Current farming/ranching business:

- He farms 200 acres, all of which are leased. He farms with his son. His wife operates the farm stand at Bailey Avenue and Santa Teresa Boulevard.
- Most of the land he farms is in the North, there is a small part in the South that he leases from Ray and Dan Perusina.
- Grows pumpkins, corn, peppers.
- Sales: peppers sold through contract with Pace Salsa; corn sold retail and wholesale; pumpkins sold to stores; farm-stand on-site in Coyote Valley
- We took mushroom compost from Monterey Mushrooms, and had a person hauling every day.
- Water: 6 wells, at 200 feet, producing at rate of 800-1,000 gallons per hour

Constraints/challenges/concerns:

- Agriculture won't work South of Palm Avenue.
- Need larger parcels and buffers between houses
- Water quality is very important to them. The wells are shallow and septic systems are shallow, which has potential for contamination.
- Sprays pumpkins by helicopter, but you need buffers for that. You also need buffers to pollinate by bees (1,000 feet from residences)
- Small parcels are problematic because of dust, spraying, and noise
- On the 10-acres he farms in the Greenbelt, the septic used to run down onto the property.
- Drip/filtration systems are expensive, but they use drip on the Greenbelt parcel so there won't be runoff.
- Neighbors complain about the dust in the day and noise at night.
- Questions about change. Organic requires the transition.
- South of Palm wouldn't work for me.
- Congestion and traffic are not what he wants to deal with
- Quality of life is going downhill. It comes down to the dollars and cents.

Vision:

- With development, he is going to relocate to the southern San Joaquin Valley; he has land lined up in Bakersfield
- “Farming is our livelihood, we’re not going to walk away from it, but the handwriting is on the wall for this area.”
- Development has got to have a little of everything. Farmers are great environmentalists.

Stakeholder Category: <u>Property Owners & Farmers</u> Agricultural Businesses Person: Monterey Mushrooms Bob Wright , Manager, Coyote Valley Plant	Interview Date: 9/22/04 Parcel Numbers / Address: G236-242, G278, G279, G291 / 642 Miramonte Ave. Acreage: 70
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Background:

- Monterey Mushrooms was established 1971
- Largest mushroom producer in the world
- 11 fresh mushroom growing facilities, mainly throughout U.S. and also in Mexico and British Columbia
- First, and only, company to produce a clean and ready-to-eat mushroom

Current farming/ranching business, Coyote Valley plant:

- ~ 40 acres, with a 4 acre leach field area
- Load and ship 15 trucks of mushrooms daily
- To be competitive, have to be fast, innovative, and efficient.
- Have 80 growing rooms, at 5,000 square feet each, and need to build rooms and a new packing plant.
- Employees include a lot of families (husband and wife); 90% Hispanic and 10% Punjabi. The average duration of employment is 15 – 18 years, and the median age is mid-40. This is a fairly old work force.
- Use wheat straw as main input.
- Outflow is about 100,000 gallons of water every day. This is high in nitrogen.
- Another outflow is 2 truckloads of mushroom (waste) compost—or 70 cubic yards—a day. This goes to local farmers and nurseries. Will give it free to whoever hauls it.

Constraints/challenges/concerns:

- Coyote Valley facility will be impacted by the development.
- Odors: When compost is done correctly, there is a sweet smell. When it becomes anaerobic, it smells sour. “Some people hate us. We’re not the best neighbors.”
- More development will lead to more complaints.
- Regulations that apply to this operation require the same scrutiny as a business
- Waste water problems: land application of water byproduct was not allowed, so forced to build a \$3 M pond, which is now empty.
- Permit regulations should be expedited. “We can’t wait 1 1/2 years for a building permit.” These are ridiculous timetables.
- Building new rooms: huge dilemma. Will it be worth the investment?

- The biggest problem is going to be wage pressure. Who will work if they can work in better paying jobs in the new development?
- It is easier to find labor at our Watsonville and Arroyo Grande facilities. The Watsonville farm draws workers from the salad industry.

Vision:

- In the near future, they want to get more efficient, more automated.
- They have looked into leaving California. Costs for workers' compensation - the dream of any employee – are really high.
- A filter to cut down on smells costs ~ \$2.5 M, a cost they could consider if they were going to stay in the CV long-term.
- Need affordable housing for workers

Suggested Contacts/Follow-up:

- Suggests we research the ag-business Natural Selection as a prototype operation, and get photos of their headquarters building, which is apparently beautiful and well-sited in an agricultural area. (preliminary research below)

Natural Selection Foods took root on a three-acre raspberry farm. Today it's a leading supplier of packaged organic salads to retailers nationwide. The company's products are sold in more than two-thirds of US grocery stores under the Earthbound Farm brand name. Natural Selection also operates around 13,000 certified organic acres.

Natural Selection Foods
San Juan Bautista
831-623-7880

<p>Stakeholder Category: <u>Property Owners & Farmers</u> Agricultural Businesses</p> <p>Person: Shah Kazemi, owner Monterey Mushrooms</p>	<p>Discussion Date: 9/20/04</p> <p>Parcel Numbers / Address: G236-242, G278, G279, G291 / 642 Miramonte Ave.</p> <p>Acreage: 70</p>
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Background:

- See website (<http://www.montereymushrooms.com/>)

Current farming/ranching business (at the CV Plant):

- Over 400 employees.

Constraints/challenges/concerns:

- Concerned about additional restrictions
- Have a hard time attracting people to CV facility because the rents are high.
- Housing is a significant issue; has always been an issue.

Vision:

- Have plans to be there
- Would like to see low income rental housing

Stakeholder Category: <u>Property Owners & Farmers</u> Non-Agricultural Businesses Person: Redwood Empire Joe Burch	Interview Date: 10/13/04 Parcel Number: G345 / 40 Madrone Ave. Acreage: 10
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Background:

- Founded 1976
- Have forest land in multiple counties including Santa Clara, Mendocino, and Humboldt.
- His whole family lives in Morgan Hill

Current business:

- Lumber business at 10 Madrone, off Dougherty.
- Renewable non-conforming use permit expires November 2005.
- Already do some production of wood-scrap related products: make boxes and lattice on site.

Constraints/challenges/concerns:

- How has the Greenbelt been defined? The Greenbelt has never thought of wood as an agricultural product. Would like people to start thinking in this direction.
- Seems like the land where they want to do the building is the ‘real greenbelt.’
- Feels like playing Russian Roulette all the time, to have this renewable non-conforming permit
- We’ve run a business here for 30 years; we want to be allowed to stay.

Vision:

- Wants to capture the market for production of wood scrap products
- Has an option on property just to the south of current property. On this property he is considering starting an operation that would store and repackage wood-related products. Would put \$1.5 M into this new operation. Products would include: sawdust waste for nursery supply yards; fence posts; lattices; planter boxes; trees in planter boxes.
- Monterey Highway never had an identity except as “blood alley.” Now it will be the Atherton of the South Bay; full of boutique ag production.
- Would like Madrone to re-open onto Monterey Highway
- The greenbelt really belongs in the hillsides
- Want local uses to be allowed to stay

Stakeholder Category: <u>Property Owners & Farmers</u> Non-Agricultural Businesses People: Victory Outreach Church Reverend Paul Quijada, Marty Estrada, Jerry Amaro	Interview Date: 11/4/04 On-site Parcel Numbers / Address: G31, 34, 35 / 1000 Monterey Acreage: 21
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Background

- Victory Outreach is part of an international Pentecostal Church organization.
- Been in San Jose for 25 years. Does not consider the city church-friendly.
- Can't find another place, have been using rented spaces.
- Need 5 acres of parking and 10,000 square feet for the church
- Has a congregation of 800-1000 people.
- Run programs: T-ball for adults, part of City league & church leagues. For children, hosts Royal Rangers and Missionettes (youth groups like Scouts); offers Sunday School.
- Within the church, lots of service programs as well; pretty expert at dealing with ex-cons.
- Have a strong economic base (25 years); our congregation includes professionals of all sorts.
- Would like to get City/Federal grants.
- Believe we have a constitutional right to worship.
- Church bought the CV property in 1999 for \$1.2 M. Real estate agent told us that it was medium agricultural zoning, that we could build 10,000 square foot facility. Found out that it was "Large agricultural" zoning, and couldn't build. For this to change, we would have to go through a legal process. Originally we had been told that it wouldn't be difficult, and that we could have a large group assembly (LGA) on medium agricultural zoning.
- A couple of years later, we got a 'no.' We did a first environmental report, and still received a 'no.' Then we were told we had to do an EIR.
- We are discouraged from doing the EIR. Why should we spend that money when we'll probably be denied anyway? So we set up the tent as an interim solution.
- The county is suing us.

Constraints/challenges/concerns:

- Need a home
- Biggest problem for all the folks out here (in Greenbelt) is equity.
- We want to be on the upside of capital gain. We want a financial investment.

Vision:

- Facilities for children's and other programs
- If an LGA is not allowed here, we want to locate in the developed area, ideally next to shared parking, and next to schools and parks.
- We want to have a say on the development and formulation of the greenbelt.
- We like the idea of having an organic farm on the property, provided we can find a place in the developed area. Shared parking and sports facilities would be a good thing.

Stakeholder Category: <u>Property Owners & Farmers</u> Non-Agricultural Businesses Person: Lizzanne Reynolds, Deputy County Counsel Santa Clara County	Interview Date: 11/4/04
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Conversation regarding the legal dispute over Victory Outreach Church being located in the Greenbelt.

- Greenbelt is exclusive agriculture zoning: 20-40 acre minimum lot size
- No churches are allowed in large scale agricultural zoning.
- 10,000 square foot structures are the maximum allowed in medium scale agricultural zoning
- The church wants 30,000 square feet of structures: sanctuary, church, space for community/social service programs
- The church abandoned its applications and rented a tent.
- County sued the church in August of 2002. Tent was not a rural scale facility.
- She believes that Victory Outreach did not exhaust their remedies because these would have been expensive and because the Church thought they would not be successful.
- Use for agricultural purposes is not realistic.
- Will not allow package sewer.

Environmental, Agricultural & Food System Interests

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<p>Stakeholder Category: <u>Environmental, Agricultural, and Food System Interests</u> Agricultural Agencies</p> <p>Person: Jenny Derry, Executive Director Santa Clara County Farm Bureau</p>	<p>Interview Date: 9/22/04</p>
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Background:

- The area is not friendly to agriculture; the remaining viable agriculture in the valley has been shunted to the south.
- In the CV, the best agricultural area is east of the foothills, near the flood plain.
- Have some Farm Bureau members who want to sell.

Constraints/Challenges/Concerns:

- Agriculture is not viable when intermixed with rural residences and ranchettes.
- Specialty crops have not traditionally been grown in Santa Clara County, but they have been grown in Santa Cruz. They started on the coast when land prices got expensive.
- She was not completely supportive of the report “The Feasibility of Maintaining and Enhancing Agriculture in Santa Clara County” (October 2001, AgInnovations).
Reasons include:
 - It required continued consultant service, and so was self-serving
 - Success depended on farmers’ markets, an invalid assumption, because SCC farmers are selling to wholesale and international markets, with farmers’ markets adjunct at best.
 - The vast majority of those involved in the report were not farmers.
 - Going in a direction not related to farmers.
 - Not reflective of reality of farming in this area

Vision:

- There is a potential for specialty crops to be successful in the area, but there is not a way to force that to happen.
- Have a huge agricultural water quality program going. The aim is to use less water, and fewer inputs; the shift is gradual.
- “Politics and education are our two main forces for change.”
- Think it would be helpful to interview farmers about where they sell their products.

Suggested Contacts/Follow-up:

- Mary Ellen Dick coordinates agricultural water classes regarding new State water quality control mandates for monitoring runoff.

<p>Stakeholder Category: <u>Environmental, Agricultural, and Food System Interests</u> Agricultural Agencies</p> <p>Person: Desmond Jolly, Director University of California Small Farm Center</p>	<p>Interview Date: 9/8/04</p>
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Background:

- For statistics on small-scale and specialty crop ag, contact the Nation Ag. Statistics Service.
- Ferry Plaza Farmers’ Market is the exception. Smartest people in farming, prime years (typically younger), highly educated, marketing savvy, hard-working; these farmers are at the pinnacle of the profession, they are the “Olympiads”. But this makes their success and profitability exceptional and not the norm.
- A lot of research is outdated and new research is needed. One of the last best studies was the Small Farm Viability Study for CA (1980), conducted by Tom Haller when he was ED of CAFF.

Vision:

- Marketing is the key!!! Land & marketing need to go hand in hand. Doing a disservice if not programmed to have marketing
- The UC Ag-Tourism database could have utility here

<p>Stakeholder Category: <u>Environmental, Agricultural, and Food System Interests</u> Agricultural Agencies</p> <p>Person: Aziz Baameur, Small Farm Advisor UC Cooperative Extension, Santa Clara County</p>	<p>Discussion Date: 10/20/04</p>
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Constraints/challenges/concerns:

- Hard for people in planning to see the integration of urban and rural. CSA's (Community Supported Agriculture) are an example of this integration.
- In specialty crops, marketing is the biggest limitation. Maybe some form of cooperative might work.
- New regulations will mandate that farmers start monitoring runoff.

Vision:

- One of the only things that would work is a CSA. New development would be a potential market. Markets are thriving.

Suggested Contacts/Follow-up:

- Uesgui Farm is a big local grower; some peppers, etc.
- George Chiala, pepper grower and processor in Morgan Hill

<p>Stakeholder Category: <u>Environmental, Agricultural, and Food System Interests</u> Agricultural Agencies</p> <p>People: Maria de la Fuente, County Director UC Cooperative Extension, Santa Clara County Ron Voss, UC Davis Vegetable Crop advisor and former Director, Small Farm Center</p>	<p>Discussion Date: 8/30/04</p>
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Background:

- Emma Prusch Park was deeded to the City. It used to have a more extensive agricultural element.
- The City of San Jose has a vibrant community gardening program; it could have possibilities for expansion.

Constraints/Challenges/Concerns:

- Concern about the history of the Olin plant in the CV and the subsequent perchlorate issue
- Are there other hazardous materials issues in the valley that could be problematic for sustainable agriculture?
- What are the soil conditions? It's important to have detailed soils information.

Vision:

- Marketing is very critical.
- Involve 4-H groups

Suggested Contacts/Follow-up:

- City of SJ – Michele Young (SJ community gardening)

<p>Stakeholder Category: <u>Environmental, Agricultural, and Food System Interests</u> Local Farmers & Farmer Demand/Land Access Facilitation Organizations</p> <p>Person: Greg Beccio, owner/operator Happy Boy Farms</p>	<p>Interview Date: 11/22/04</p>
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Investigating the idea of purchasing land in Coyote Valley:

- Would like to rent CV land if feasible.
- Spoke to Chris Marchese. Marchese's well operates at 40 horsepower, and should produce 700-800, but puts out 80.
- Ross Satake, near Marchese, says that his well is shot.
- It will be expensive to fix the pump on a broken well. The water table has dropped, and the wells have collapsed or caved in.
- Most greenbelt parcels have failed wells.
- The hay must be being sprayed; there is little weed in it. This means you can't convert to organic in a year; it would take three years.
- The land is tight; there is active demand for agricultural land in the CV area.

Suggested Contacts/Follow-up:

- Steve Weith, land broker
- Ag Commissioner's office: you need the APN of parcels in order to inquire whether any pesticide permits have been pulled in the past 3 years.
- George Chiala, a major pepper grower and processor based in Morgan Hill; a percentage of his product is organic

<p>Stakeholder Category: <u>Environmental, Agricultural, and Food System Interests</u> Local Farmers & Farmer Demand/Land Access Facilitation Organizations</p> <p>Person: Phil Foster Foster Ranch</p>	<p>Interview Date: 10/12/04</p>
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Background:

- Certified Organic for 12 years
- 246.9 acres certified Organic

Current farming/ranching business:

- Certified crops: apples, beets, broccoli, cabbage, carrots, cauliflower, celery, cherries, corn (fresh), cucumbers, fennel, garlic, lettuces, melons, mixed vegetables, onions, parsnip, peas (fresh), peppers, potatoes, shallots, spinach, squash (summer), squash (winter), strawberries, tomatoes (fresh market), walnuts
- Core crops are shallots, onions, peppers
- Sales: wholesale via distributor/broker, local wholesale, farmers' market. Sells to Veritable Vegetable, Whole Foods. Does San Jose and Sunnyvale markets.
- Gross per acre: \$8-20 K per acre.
- Net per acre, for organic, is generally 10% - 20% of gross. For him this means a net of \$800-\$4000 per acre. These margins are even more possible in smaller acreages, and when marketing locally and regionally. Smaller farms should go for more direct sales.

Constraints/challenges/concerns:

- Fuel issue is going to become a bigger issue

Vision:

- To have success with organics, you have to want, and believe in, it.
- If you do sales yourself, focus on crops with higher margins.
- Need support in the first few years. Organic farming mentoring. Organic farmers are willing to do a fair amount of mentoring, though there is a limit because they want to maintain a competitive edge.
- Apprenticeship programs are good.
- Many of his workers want to own their own farms

<p>Stakeholder Category: <u>Environmental, Agricultural, and Food System Interests</u> Local Farmers & Farmer Demand/Land Access Facilitation Organizations</p> <p>Person: Peter Van Dyke Van Dyke Ranch</p>	<p>Interview Date: 10/12/04</p>
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Background:

- Certified Organic for 16 years

Current farming/ranching business:

- 121.65 acres certified Organic
- Certified organic crops: apricots, cherries, fallow, persimmons
- Sales: wholesale via distributor/broker, wholesale including export sales, local wholesale, CSA (community supported agriculture).
-

Constraints/challenges/concerns:

- Worker compensation is too expensive. Rates go up very quickly.
- Fuel prices have doubled
- Labor is more expensive here – they have to pay more to keep workers in the area
- Other costs: utilities, regulations, property tax (which also continues to rise).
- It is getting hard to turn a profit
- Everything is working against the farmer. It is brutal.
- It's not pretty for farmers in California. It's cheaper to operate elsewhere.
- Forget about farming in Santa Clara or San Benito. They restrict what you want to do. There are zoning restrictions on agricultural land.

<p>Stakeholder Category: <u>Environmental, Agricultural, and Food System Interests</u> Local Farmers & Farmer Demand/Land Access Facilitation Organizations</p> <p>People: Greg Beccio, Happy Boy Farm; Paul Hain, John Hain & Son Farms; Reggie Knox, California FarmLink</p>	<p>Site Tour Date: 10/20/04</p>
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Background:

Paul's farm is an 80 acre organic farm located in Tres Pinos; crops include walnuts and tomatoes; also pastured poultry. (See page 66 for interview with Greg; and page 70 for background about FarmLink.)

Greg, Paul, and Reggie, toured the Greenbelt to get a sense of the place and to find out more about the potential for farming there.

Constraints/challenges/concerns:

- Are farm trails a liability issue? Who will maintain them? SCC Parks & Recreation?
- What are the allowable uses?

Vision:

- Opportunity for wild-farm mixed habitat
- Bike/non-vehicular paths along the creeks
- The mushroom compost – perhaps mixed with clay – could potentially be made into a high-value finished compost product; question about whether it could be allowed for organic production would depend on initial inputs.
- All riparian features emphasized, enhanced, and attractive; plants that work well to host beneficial insects and wildlife for farms
- Maximize opportunities for on-farm businesses
- Like the idea of at least one center: distribution, technical, educational center.
- Seasonal crops: hay bales and pumpkins, Christmas trees—need marketing
- Nurseries and animals (goats, chickens) are good ideas
- Pastured poultry can use the new mobile slaughter-house technology
- Idea: educational programming for at-risk groups, etc.
- Horses: stables, riding school
- Linked nutrition education: schools, county health, farm tours.
- Following up, Paul Hain says there are opportunities for others to do pastured poultry, and that he might be interested in partnering with this sort of operation.

Suggested Contacts/Follow-up:

- Bob Bugg, UC SAREP soils and entomology expert

<p>Stakeholder Category: <u>Environmental, Agricultural, and Food System Interests</u> Local Farmers & Farmer Demand/Land Access Facilitation Organizations</p> <p>Person: Reggie Knox and Steve Schwartz California FarmLink</p>	<p>Discussion: ongoing</p>
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California FarmLink was founded in 1998 as a non-profit organization to build family farming and conserve farmland in California by linking aspiring and retiring farmers; and promoting techniques and disseminating information that facilitate intergenerational farm transitions.

Vision:

Both FarmLink and ALBA (see following page) have given considerable input over the course of several discussions to register their interest in helping to facilitate connections between the farmers with whom they are working and Greenbelt property owners interested in leasing or possibly selling farmland. These organizations are most interested in specific steps, such as a meeting between property owners and aspiring farmers to explore lease and possibly purchase options.

General input regarding the overall planning includes: maximizing contiguity of ag parcels; prioritization of locating farming areas on the best soil/water conditions; and providing sufficient buffering, preferably multi-purpose for habit value, wind-break, noise/dust buffering, and aesthetics.

<p>Stakeholder Category: <u>Environmental, Agricultural, and Food System Interests</u> Local Farmers & Farmer Demand/Land Access Facilitation Organizations</p> <p>Person: Brett Melone, Director Agriculture and Land-Based Training Association (ALBA)</p>	<p>Discussion: ongoing</p>
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ALBA's mission is to advance economic viability, social equity and ecological land management among limited resource and aspiring farmers. ALBA carries out its mission through training, demonstration, technical and marketing assistance, and access to land, at its two bi-lingual education centers in Salinas and Watsonville. In carrying out its mission, ALBA aims to contribute to a more just and sustainable food system.

Serving a primarily Latino audience, ALBA's work is grounded by the belief that in order for limited-resource and aspiring farmers to gain a foothold within California's highly competitive agricultural sector, they must have access to information, capital, and land. ALBA strives to provide an incubator environment of reduced-risk farming and business opportunities.

ALBA's mission is carried out by two distinct centers: the Rural Development Center (RDC) located about ten miles south of Salinas; and the Farmer Training and Research Center (FTRC) at the Triple M Ranch, located just south of Watsonville. These programs offer resources, technical assistance, education, training, and information access to families and individuals who aspire to become independent farmers or improve their existing farming operations.

<p>Stakeholder Category: <u>Environmental, Agricultural and Food System Interests</u> Environmental and Open Space Advocacy Groups</p> <p>Person: Jo Ann Baumgartner, Executive Director Wild-farm Alliance</p>	<p>Interview 11/2/04</p>
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Constraints/Challenges/Concerns:

- Buffer issues between housing and agricultural uses
- Need to manage for invasive species
- Who is going to monitor the easement?

Vision:

- Trails through farms that connect with wild lands
- Farmers motivated individually to do on-farm conservation
- WFA might be very interested to work together on habitat conservation/creation on a larger, multi-farm scale.
- There is a developing concept for a “Wild-farm easement”, which could provide yet another tool for Greenbelt development.
- Flood mitigation could tie in with new runoff monitoring requirements.
- Need a new entity to manage marketing and easements and provide technical support to farmers. There could also be a marketing angle of for a “wild-farm easement” that could include interpretive signage, etc.

Suggested Contacts/Follow-up:

- Randy Gray, USDA NRCS
- Local NRCS
- Sustainable Conservation, a NGO that helps to streamline paperwork. Their model might be useful.
- Packard Foundation.

<p>Stakeholder Category: <u>Environmental, Agricultural and Food System Interests</u> Environmental and Open Space Advocacy Groups</p> <p>Person: Erik Vink, Central Valley Program Director Trust for Public Land</p>	<p>Discussion Date: 10/15/04</p>
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Constraints/Challenges/Concerns:

- At the rural-urban edge, can't go back to traditional agriculture that has larger parcels and lots of infrastructure
- Need a different model of agriculture: hybridize food systems and land preservation approaches and come up with some new ideas

Vision:

- Food Belt is a good idea
- Pursue marketing links with schools, institutions, food service, consumer-direct, etc.

Suggested Contacts/Follow-up:

- Models:
 - King County, Washington
 - Peconic Land Trust, Suffolk County, New York (Long Island)

<p>Stakeholder Category: <u>Environmental, Agricultural and Food System Interests</u> Environmental and Open Space Advocacy Groups</p> <p>Person: Don Weden, retired Santa Clara County planner</p>	<p>Interview Date: 9/22/04</p>
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Background:

- The most important element in managing projects is managing expectations.
- Expectations are part of existing conditions
- SCC Water District – Measure B has some funds earmarked for trails.

Constraints/Challenges/Concerns:

- Toolkit is limited (e.g. rezoning)
- What is a greenbelt? Who will pay? Who will benefit?
- Clustered houses: who will be eligible?
- How much open space dedicated?
- Who would own dedicated open space?
- Zoning is required to be consistent with the general plan.
- If there were a culinary academy, restaurants, would they be feasible on septic?
Guaranteed to use only local produce?
- Trail system: Where? Whose land? Who will pay?
- How will the greenbelt be implemented? Acquisition, regulation.
- Wildlife corridor for what critters? Mountain lion corridors? Was under impression this would be cross-valley at Tulare Hill
- Failed septic—what about those people who haven't yet applied?
- What is a realistic build-out scenario?
- Drainage and impermeability issues

Vision:

- Buy it out-right, sell it back with an easement.
- Long-term working agriculture as a significant component.
- Greenbelt needs to have successful symbiotic relationship with the urban area
- Recreational use should be passive
- Greenbelt should be included in EIR
- There needs to be a rationale for public investment
- Fund it or forget it.

Suggested Contacts/Follow-up:

- Boulder, CO greenbelt as an example.
- Marc Klemencic, with SCC Valley Water District 408-265-2607 #2084
mklemencic@valleywater.org

<p>Stakeholder Category: <u>Environmental, Agricultural and Food System Interests</u> Environmental and Open Space Advocacy Groups</p> <p>Person: Tim Wirth, Bay Area Program Director Trust for Public Land</p>	<p>Discussions: ongoing</p>
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Vision:

- TPL has been following the Coyote Valley planning for years.
- Is quite interested in partnering in an easement and/or acquisition program; is very good at finding matching funds.
- Would require at least 50% local funding to get matching funds.
- Might be willing to play an interim role, as a managing entity, at least in terms of managing escrow accounts and facilitating deals.

<p>Stakeholder Category: <u>Environmental, Agricultural and Food System Interests</u> Environmental and Open Space Advocacy Groups</p> <p>Person: Tom Cronin Committee for Green Foothills</p>	<p>Discussion Date: 9/28/04</p>
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Vision:

- Wants to keep environmental coalition moving forward together.

Suggested Contacts/Follow-up:

- Conservation Council, with focus on SCC
- Brian Schmitt (staff at Green Foothills assigned to CV): has met with some of the farmers, has background information, and would know of the different models.
- Farm Bureau of San Mateo County is working with Stanford Masters students to do a marketing report for local agriculture.

<p>Stakeholder Category: <u>Environmental, Agricultural and Food System Interests</u> Environmental and Open Space Advocacy Groups</p> <p>People: Tim Frank, Sierra Club; Steve Hammond, Wallace, Roberts, and Todd, LLC Terry Watt, CVSP Task Force</p>	<p>Discussion Date: 9/1/04</p>
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Constraints/Challenges/Concerns:

- High speed rail issue: what will the impact be if and when high speed rail comes through the valley?

Vision:

- May be an opportunity for intensive agriculture to contribute to workforce goals of Coyote Valley as a whole.
- Celebrate place and land as part of the plan.
- Perhaps a public garden and the lake get equal play, which might be less expensive.

<p>Stakeholder Category: <u>Environmental, Agricultural and Food System Interests</u> Environmental and Open Space Advocacy Groups</p> <p>People: Greenbelt Alliance Meeting including: Jeremy Madsen, Michelle Beasley, Greenbelt Alliance; Pat Congdon, Open Space Authority; Craig Breon; Lloyd Wagstaff; Tom Cronin, Committee for Green Foothills; Melissa Hippard, Sierra Club</p>	<p>Meeting Date: 10/27/04</p>
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Constraints/Challenges/Concerns:

- City doesn't want to change regulations
- How will the City and County work together?
- What about preservation priorities? Prime natural areas, hillsides.
- Laguna Seca: wetlands would be compromised by playing fields.

Vision:

- In the Greenbelt, Coyote Creek has the highest resource value.
- Large area permanently protected
- There needs to be an entity to promote the Greenbelt plan: design and zoning guidelines, regulatory components
- Regulatory cooperation needed between the City and County
- Co-location of health centers and farmers markets, such as is being looked at/implemented elsewhere.
- Maximize opportunities for agricultural enterprise.
- Need for easements and financing.
- Keep the plan comprehensive and connected to the CV Specific Plan.
- Need development of specifics, strategies, costs, and the involvement of necessary agencies.
- Retain or enhance wetlands.
- The wildlife corridor needs to be buffered from small animal husbandry and equestrian facilities, as well as from residences.
- Also emphasize North-South connectivity.

<p>Stakeholder Category: <u>Environmental, Agricultural, and Food System Interests</u> Food System Groups</p> <p>Person: Jesse Cool, Chef and Owner Restaurants: JZCool, Cool Café, Flea Street</p>	<p>Interview Date: 9/23/04</p>
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Background:

I used to keep market gardens in East Palo Alto, wherever we could grow food. That land does not exist any longer. I have taken a piece of Stanford open space and put in 12 beds where Seeds of Change is working with me on a cooking community garden. Drew Harlow, former manager of the Stanford farm, is also working with me. We will grow delicious heirloom veggies and fruit; get the neighborhood, schools, and whoever else involved and participating. I am in the process of building a wonderful outdoor kitchen where we can pick and cook....real connection.

Current businesses:

- JZCool – Casual Deli Café, where I do a lot of catering
- Cool Café (museum café) – at the Cantor Arts Center
- Flea Street – “Struggling white table cloth restaurant that is renovated and wonderful, but hit hard in Silicon Valley’s economic downfall.”
- Use as much locally produced farm products as possible. “All produce is local and seasonal, except when we can’t get things like lemons, onions, garlic. Otherwise the menus in all three [restaurants] have always been seasonal and local.”
- Not sure if she could use more local produce. “I support the people at America Fresh and use Greenleaf who offers organics. So, I try to make sure and not spread too thin in order to be loyal and supportive of these suppliers’ efforts.”
- Regarding featured/named use, in SCC restaurants, of locally produced farm products: “I don’t do that as much as I should. I use it all, but my menu would be ridiculously wordy if I mentioned every farm. Rather. . . I make a blanket statement right on top of the menu about our support and honor of those who grow our food.”
- Regarding support for locally produced farm products in SCC restaurants, in terms of restaurants participating in events/campaigns that support local agriculture: “Not a lot. I am not sure. I am not as connected as I used to be. But, I know there are more restaurants and chefs aware that gourmet food is locally produced.”

Constraints/challenges/concerns:

- “How often, when speaking publicly, I use the phrase “they took paradise and put up a parking lot”. I live in farmland. From the beginning, nearly 30 years ago now, it has been very difficult for me to get farm fresh local for my restaurants. It is ludicrous. I have struggled far more than any restaurant in Berkeley, or SF to get product...and, yet, I live in the Valley of Heart's Delight.

- I support what you are doing and hope that you succeed. Of course, farming or agriculture has to be viable for those working the land. With the value of the land as it is, that choice, for the landowner is not easy.
- Opportunity for broadening demand for use of locally produced farm products in SCC, relates to changed/changing economics of the area. “Many of us were hit very hard. Bigger places might do it. America Fresh tried . . . I couldn’t even invest though I buy first from [that] company. I had no investment money for this, what a disappointment for me.”
- Demand for locally produced foods from other sectors (such as schools and food service): “It is changing. Palo Alto is a disaster. I gave up. . . I think it will turn around, but not sure when and how.”

Vision/Opportunities:

- This is a wonderful endeavor.
- Would be willing to feature Coyote Valley agriculture if this was part of an effort to preserve agriculture.
- “Stanford is doing some cool things. There is a man . . . who is doing remarkable things on the Stanford campus.”
- “I think you should go to Google and other big companies. Start CSA programs and drop off boxes of local food there. That is real volume and real support. I have always wanted to get involved in that kind of a program, but it is beyond my realm of time constraints. I do have an office manager and would love to help with this. I think it would work... I think the time is right and it would be more time and cost effective. It would also get the food into the hands of home cooks.”
- “They could come and cook with me to learn how to use the stuff!”

Suggested Contacts/Follow-up:

- Leaders among SCC restaurateurs in supporting local farms: Village Pub and Greenleaf Produce Company probably knows of others.
- Brian Gardiner, America Fresh
- Nadim, Stanford

<p>Stakeholder Category: <u>Environmental, Agricultural, and Food System Interests</u> Food System Groups</p> <p>People: John Dickman, District Manager; Maisie Ganzler, Communications Director; Marc Zammit, Director of Culinary Support and Development, Bon Appetit Management Company</p>	<p>Interview Date: 10/5/04, 11/8/04</p>
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Background:

- Parent company (Compass) is very impressed with Bon Appetit’s initiatives
- Growth has been considerable
- We are stakeholders in our local economy

Vision:

- Need to bring flavor back to our plate—go seasonal, go regional, preserve farmers
- Use purchasing power to support community.
- Help with distribution.
- Buying locally and participating in local economy can offer very important PR opportunities to the company
- Looking for a setting for ag-tainment for employees, etc.

Emailed statement from Maisie Ganzler, 12/13/04

“Bon Appétit Management Company is a \$300 million restaurant company with 200 cafés nationwide and over 40 in the Bay Area. Our dream is to be the premier on-site restaurant company known for its culinary expertise and commitment to socially responsible practices. We are a culture drive to create food that is alive with flavor and nutrition, prepared by hand with authentic ingredients. We do this in a socially responsible manner for the well being of our guests, communities and the environment.

“We see the Coyote Valley Greenbelt as possibly playing a key role in our ability to purchase local, sustainable food in the South Bay. To aid in the planning process for this area, we would be willing to provide information about the types, quantities, qualities, and price points of local products we are actively seeking and participate in a market advisory committee for greenbelt farmers. We would also be happy to offer advice on the development of on-farm programs (ag-tainment, team-building cooking classes, company harvest days, etc) that our company might utilize.

“We have great hopes for the agricultural potential of this area and look forward to being one of its largest customers.”

Suggested Contacts / Follow-up

Page 1 of 2

People			Business / Affiliation	Suggested Contacts / Follow-up
Governmental Jurisdictions & Agencies				
	Debra	Caldon	SC Valley Water District	Yves Zutti- San Jose Public Works/Parks & Recreation
				Daryl Boyd, Principle Planner, lead CV environmental analyst
	Eric	Carruthers	CVSP Task Force Team Member	Gilroy's Greenbelt situation
				Get letter from Farmlink and from Rural Development Center
				Contact Land Trust Alliance for possible models
	Pat	Congdon	SCC Open Space Authority, General Manager	Water District, Valley Oak woodland organizations (such as CA Oak Foundation), Valley Floor riparian species organizations
				US Fish and Wildlife, CA Fish and Game (Dave Johnston), biologist Gail Rankin
	Pat	Dando	City of San Jose, Vice-Mayor	Joe Burch- Redwood Empire
				King's County Farm Day - possible model
	Janet	Felice	Morgan Hill School District, Director of Food Services	Bonnie Tognazini, Deputy Superintendent over Business Services.
	Dave	Johnston	CA Dept of Fish & Game, Biologist	Ken Schreiber at the County; Darryl Boyd at the City
	Bill	Shoe	SC County Planning, Principal Planner	Water District
				SCC Parks and Recreation
				Dave Bischoff, former Community Development Director of Morgan Hill
				Neelima Palacherla, LAFCO
				Dave Bischoff, former Community Development Director of Morgan Hill
				Neelima Palacherla, LAFCO
Property Owners & Farmers				
A. Property Owners Not or No Longer Farming				
	Tedd	Faraone	Alliance for Smart Planning	Ron Nunn- installed and maintains 'orchard' buffers (from Doug Dahlin)
	Don & Joyce	Mirassou		Soil map of the County from the Resource Conservation District
				Anderson Reservoir- aqueduct.
	Dan	Perusina		Joe Alia [or is it uesugi?]
	Robert	Snively		Website on development plan
B. Property Owners Still Farming				
	Violet	Johnson	Coyote Garden Center	Grass Valley Studios on Dougherty
	Chris	Marchese		Would like to see photo of high-end nurseries, such as Western Hills.
				Historian Ken Sasso knows the history.
D. Agricultural Businesses				
	Bob	Wright	Monterey Mushrooms	Research the ag-business Natural Selection as a prototype operation, and get photos of their headquarters building, which is apparently beautiful and well-sited in an agricultural area.

Suggested Contacts / Follow-up

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	People			Business / Affiliation	Suggested Contacts / Follow-up
Environmental, Agricultural & Food System Interests					
A. Agricultural Agencies					
		Aziz	Baameur	UC Cooperative Ext. SCC, Small Farm Advisor	Uesgui- big local grower of peppers, etc.
		Maria	de la Fuente	UC Cooperative Ext. SCC, Director	City of SJ – Michele Young (SJ community gardening)
		Jenny	Derry	SCC Farm Bureau, Executive Director	Mary Ellen Dick- coordinator of agricultural water classes regarding new State water quality control mandates for monitoring runoff.
B. Local Farmers & Farmer Demand/Land Access Facilitation Organizations					
		Greg	Beccio	Happy Boy Farms	Steve Weith- land broker
					Ag Commissioner's office: for inquiries regarding past pesticide use permits, APN required
					George Chiala- major pepper grower, processor based in Morgan Hill; a percentage of his product is organic
		Paul	Hain	John Hain & Sons Farms	Bob Bugg, UC SAREP soils and entomology expert
C. Environmental and Open Space Advocacy Groups					
		Jo Ann	Baumgartner	Wildfarm Alliance, Executive Director	Randy Gray, USDA NRCS
					Local NRCS
					Sustainable Conservation- NGO that helps to streamline paperwork. Their model might be useful.
					Packard Foundation.
		Tom	Cronin	Committee for Green Foothills	Conservation Council, with focus on SCC
					Farm Bureau of San Mateo County- working with Stanford Masters students to do a marketing report for local agriculture.
		Erik	Vink	Trust for Public Land	Models: Peconic Land Trust, Suffolk County, New York (Long Island); King County, Washington
		Don	Weden	SCC Planning (retired)	Boulder, CO Greenbelt as an example.
					Marc Klemencic- SCC Valley Water District 408-265-2607 #2084 mklemencic@valleywater.org
D. Food Systems Groups					
		Jesse	Cool	Chef/Owner,	Village Pub, Manresa - Leaders among SCC restaurateurs in supporting local farms: Greenleaf Produce Co. probably knows of others.
					Brian Gardiner- America Fresh